APRIL 2, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

BUSINESS & FINANCE
DETROIT PUBLIC LIBRARY

They are headed for star heights as WOR's man and wife team in "Breakfast With Dorothy and Dick"

PUBLIC LIBRARY
APR 7 1945
DETROIT

KILGALLEN and KOLLMAR

BECAUSE EVEN RADIO'S magic can create them only infrequently, a hit man and wife team is a station's and a sponsor's dream.

WOR sincerely believes that it has struck this bonanza in Dorothy Kilgallen and Dick Kollmar; or, Mr. and Mrs. Kollmar.

Why?

1. Because theirs is a delightful new WOR morning show that's as homey as a front porch rocker, smart as a new Spring bonnet. It stars two people who make *news* on an intimate, ad-libbed-from-home program that makes *sales*.

2. Because it's deliberately slotted at 8:15 AM to inherit the audience of New York's most popular local morning programming, including WOR's 8:00 AM news, New York's most listened-to daytime news strip, which is heard in more than 300,000 homes every day.

3. Because approximately 1,000,000 employed women who have no opportunity to listen between 9:00 AM and 5:00 PM, are exposed to "Breakfast With Dorothy and Dick"

4. Because Dorothy and Dick are wise in the audience-attracting gimmicks of the radio, newspaper and theatre worlds.

Ask WOR to tell you more about "Breakfast With Dorothy and Dick". Do it *now*. Here's a show that's going to be filled fast. It's in giltedge time; it's priced right; it's a proven, sales-tested formula.

—that power-full station **WOR**

at 1440 Broadway, in New York

member **MUTUAL**

XUM

R v. 28 Apr.—June 1945

The VOICE of a FRIEND

Inspiring Listener-Confidence in Every Message

Martha Crane, above, has been with WLS since 1928; as a housewife and mother, she knows the problems of her listeners. Her friendly help is responsible for much of the large volume of audience mail received consistently by WLS Feature Foods.

An ideal teammate for Martha is Helen Joyce, right, with WLS since 1935. Her varied community interests are all reflected in her splendid air personality; she and Martha together make perhaps the most effective food-selling team in America.

MARTHA CRANE and Helen Joyce have been talking to the WLS audience for ten years now, six mornings a week (ever since WLS Feature Foods went on the air in 1935). In addition, they have met and talked personally with over 100,000 women at club meetings in the Chicago area. Naturally, then, Martha and Helen speak as *old friends,* welcome friends who come to help in the housewife's many difficult situations.

Martha and Helen thus typify the WLS operation: announcers, singers, newsmen, musicians, farm editors: they're all accepted as *friends.* Which makes WLS itself speak as *The Voice of a Friend.* Friendship rests on mutual confidence. Confidence generates response. Response equals *results* for the advertisers who use WLS—The Voice of a Friend in Midwest America.

WLS Feature Foods takes particular pride in the recent dinner honoring Martha and Helen on their program's tenth anniversary. 650 grocers, foodmen and advertisers attended with their wives, showing the *retailer's* confidence in WLS and Martha and Helen.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

Today

Here is Philadelphia, the country's third largest market. In this market, The Evening Bulletin has, through a knowledge of the needs and interests of Philadelphians, built the largest evening newspaper in America. Under the new ownership and management of The Bulletin, Station WPEN is being developed to serve an increasing circle of listeners in this great market.

In Philadelphia — It's WPEN

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING... at deadline

Closed Circuit

WILLIAM HILLMAN, topflight news commentator and Washington correspondent, will move from Blue to Mutual (and probably with added functions). Mr. Hillman continues as Washington head of Crowell-Collier.

BLUE, BY THE WAY, or American Broadcasting Co. as it now chooses to be identified, this week will announce opening of new Washington headquarters. [CLOSED CIRCUIT, Mar. 19]. Most prominently mentioned for Capital assignment (mayhap as vice-president): Donald Withycomb, chief of network International Division, former NBC station relations manager. K. H. Berkeley will continue as general manager of WMAL, Washing Blue outlet, owned by *Evening Star*.

FRANK E. MASON, former vice-president of NBC in charge of public relations and executive assistant to the late Secretary of the Navy Knox, has retired from the Navy Dept. post and resigned from NBC. Future plans? Probably still radio.

LOOK FOR FULL vindication of Andrea and Stefano Luotto, of New York and Chicago, who figured prominently in foreign-language angle of House Select Committee investigation. For a time, Stefano was barred from air because of allegations by OWI and FCC, who charged Fascist sympathies. Documents which have come to light will clear brothers of even remote support of Mussolini philosophies, and embarrass no few Government officials.

FEW IN BROADCASTING circles may recall that Col. Melvin H. Purvis, former crack FBI agent who captured John Dillinger, and is now tracing down Nazi war criminals, is part owner and president of WOLS Florence, S. C.

BEFORE FINAL NATIONAL policy on television is determined, FCC will hold hearing on program plans, financial backing and service proposals of prospective telecasters. Closely studied will be motives of movie industry—whether it intends to do constructive competitive job or peddle second-hand film in effort to suppress potential competitor.

YOU CAN EXPECT ORDER this week by NLRB directing NBC and ABC-Blue to commence negotiations with NABET in accordance with Board's certification of union as bargaining unit for platter turners. Petrillo (AFM) counsel can be expected to intervene.

ADD BIDDERS for CBS' WBT Charlotte: J. Lindsay Nunn and his son, Maj. Gilmore Nunn—WLAP WBIR WCMI KFDA.

NOW THAT WOV purchase deal by Mester Bros. from Arde Bulova has been spiked by FCC, don't be surprised if Bulova 80% majority interest goes to Marshall Field (publisher, *Chicago Sun*, New York's *PM*) and broadcaster (WJJD Chicago, WSAI Cincinnati). And for more than $300,000 Mester offer.

Upcoming

International Communications merger hearings, Room 357, Senate Office Bldg., 10:30 a.m., April 3.

NAB District 8 meeting, Detroit, Book-Cadillac Hotel, April 2-3.

Bulletins

NABET will file 30-day strike notice today (Monday) with Secretary of Labor in dispute with WFBR Baltimore over questions of wages, overtime, holiday pay, and retroactivity. Technicians voted action late Friday.

* * *

AMERICAN BROADCASTING Co., which on June 15 officially replaces the Blue Network appellation, would like to acquire the WABC (New York) call from CBS, has offered latter the WCBS call, now used by Blue affiliate, Springfield, Ill. CBS has evinced no interest in trade. NBC has rights to the call WNBC.

* * *

LESLIE C. JOHNSON, general manager, WHBF Rock Island, was re-elected director from NAB District 9, meeting in Chicago late Friday. (See earlier story, P. 83.)

* * *

WNEW New York hopes to move into new quarters at 565 Fifth Ave. at 46th St., formerly the S. W. Strauss Bldg., early next year or as soon as it can complete remodeling of second and third floors to include studios and offices. Planned costs: $300,000 for 10 studios. WNEW has signed 10-year lease with Atlantic Coast Network which has acquired half of stock in Fifth-Forty-Sixth Corp.

* * *

UNITED BROADCASTING Co., licensee of WHKC Columbus, WHK Cleveland and WHKK Akron, last Friday filed applications with the FCC for a Channel 4 commercial television station in Columbus, a Channel 5 outlet for Akron and a new FM station on 47.1 mc with 4,500 square miles coverage for Akron. Estimated cost of FM outlet is $53,000.

RHETORICAL REPARTEE

UPON his appointment to the FCC, Charles R. Denny Jr., erstwhile general counsel, received an epistle from Paul W. Kesten, CBS executive vice-president. By reading every other line, he found he was being congratulated Then: from Denny to Kesten a letter typed upside-down and backwards. From K to D a reply of the hold-to-the-mirror species. From D to K a retort in hieroglyphics from King Tut's era said to be in Serbian tongue translated into Sanskrit. (At Deadline, Kesten not heard from.)

Business Briefly

PINAUD SPONSORS SHOW ● Pinaud Inc., New York, advertising new perfume, Lilianelle, will sponsor *Musical Bouquet*, starting April 22, 4-4:30 p.m. over WJZ New York, WLS Chicago and four American Broadcasting Co. (Blue) Pacific coast outlets. Packaged by Mildred Fenton Productions, New York, the program was handled by Dorland International Pettingill & Fenton, New York.

MEM ADDS STATIONS ● Mem Co., New York, will add about 25 stations to 12 now included in its spot campaign advertising Mem toiletries. Agency is Theodore J. Funt Co. New York.

TWO FORD SHOWS ● Ford Motor Co., sponsoring the *Ford Program* beginning April 8 on 143 NBC stations Sundays 2-2:30 p.m., will continue *Stars of the Future* on the Blue Fridays through June 8, date contract expires. Original plans were to discontinue Blue show April 6. Blue held Ford to contract.

HOUSEHOLD HINT SHOW ● L. Fish Furniture Co., Chicago, begins sponsorship April 2 for 26 weeks of quarter-hour, thrice-weekly household hint show *Your Next Door Neighbor*, on WAAF Chicago. Estelle Finkel, formerly director of women's activities at WHBL Sheboygan, is conductor under name Judy Logan. Contract placed direct.

KRANKS SHAVE CONTRACT ● Consolidated Royal Chemical Corp., Chicago, April 2 begins 52 weeks sponsorship of Fulton Lewis jr. on WGN Chicago, 10:45-11 p.m. (CWT) for Kranks Shave Cream. Agency, Russel M Seeds Co., Chicago.

BENNETT GOSSIP ● The American Broadcasting Co. (Blue) May 14 adds Connie Bennett, 1:15-1:30 p.m. 5 times weekly to list of cooperative programs, with Hollywood and Broadway chatter. *Mystery Chef*, now on spot will go off Blue, probably to another net.

CAIN'S BUYS WESTERN SHOW ● Cain's Coffee Co., Oklahoma City, April 2 begins sponsorship of *Sage Brush Serenade*, five times weekly transcribed western melodies on WKY Oklahoma City. Agency is Ray K. Glenn.

DEPARTMENT STORE TIME ● Halliburton's Oklahoma City, April 2 begins sponsoring *Love Notes* three times weekly on WKY Oklahoma City for 13 weeks.

RAILROAD BUYS WAKER UPPER ● Boston and Maine R.R. is sponsoring *B&M Waker Upper Show* 7-7:15 a.m., Monday through Saturday, on WNAC Boston and the Yankee Network. Show features Verne Williams giving temperature, time and tide, weather and top name singers and bands. Agency is Harold Cabot Co., Boston.

XUM

50% OF THE SALES ARE MADE OUTSIDE*

on the Pacific Coast, too!

***Half of all the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located**

If you think nylons are hard to get, try getting complete radio coverage on the Pacific Coast without Don Lee. It can't be done—for while all 4 networks cover the "inside market," only Don Lee completely covers the "outside market" (where half the retail sales are made).

Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks doesn't work. Don Lee, however, with 38 *local stations*, broadcasts from within each of these mountain-surrounded markets.

A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of "outside" listeners tuned to Don Lee stations.

How about "inside coverage?" According to regular Hooper reports, during the past year all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

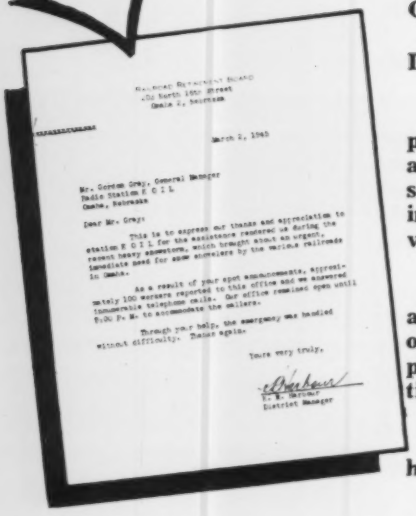
You'll have to wait for nylons—but you don't have to wait for complete Pacific Coast radio coverage. Buy Don Lee, the only network that delivers *both* markets of the Pacific Coast!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Results in Omaha!



Mr. Gordon Gray, General Manager
Radio Station K O I L,
Omaha, Nebraska

Dear Mr. Gray:

This is to express our thanks and appreciation to station K O I L for the assistance rendered us during the recent heavy snowstorm, which brought about an urgent, immediate need for snow shovelers by the various railroads in Omaha.

As a result of your spot announcements, approximately 100 workers reported to this office and we answered innumerable telephone calls. Our office remained open until 9:00 P.M. to accomodate the callers.

Through your help, the emergency was handled without difficulty. Thanks again.

Yours very truly,

K. R. Harbour
District Manager

HITTING IN THE PINCHES WINS!

KOIL Comes Through in Emergencies with outstanding results for advertisers . . . .

In Omaha, It Pays to Advertise on KOIL!

KOIL Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY, General Manager

5000 WATTS . . . 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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SOL TAISHOFF
Editor and Publisher

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TORONTO: 417 Harbour Commission Bldg. Elgin 0775.

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15¢ PER COPY

Think This Over! *

WAAT delivers

more listeners per dollar

in America's 4TH Largest Market

than any other station–

including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:— Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

XUM

"The Voice of St. Louis" speaks for both...

XUM

NEWS-MINDED LISTENERS— SALES-MINDED SPONSORS

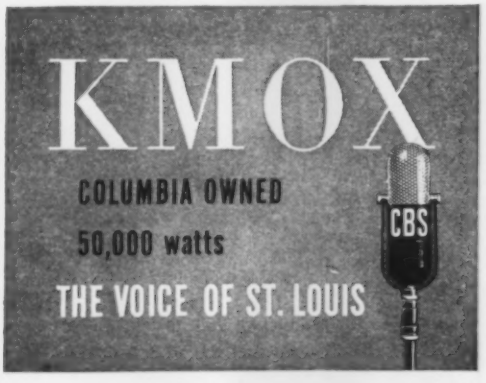
WITH history-making events sweeping to the forefront of broadcasting attention in this mid-Mississippi Valley region, listeners are today relying more than ever on KMOX and its newscasts.

Sales-minded sponsors like them, too. Here's why this dual preference prevails:

The man behind it all is tall, news-wise Guy Runnion, veteran of a dozen years as radio editor, newscaster, reporter and columnist. As KMOX news chief, aided by eight reportorial veterans, he skillfully assembles the daily procession of world news gathered by the two major press associations and by CBS correspondents scattered around the globe into newscasts that win the attention of radio listeners throughout the mid-Mississippi Valley. (And listener preference for KMOX is typically reflected in the popularity of *Headline Highlights*, noontime round-up which, says the last Hooper report, has a 9.1 rating in St. Louis... equal to that of all three network competitors combined.)

Sponsor preference for KMOX is equally reflected by its list of long-term advertisers. *Manhattan Soap Company, Griffin Manufacturing Company, Peter Paul, Inc. are all using KMOX news broadcasts for the fifth consecutive year. Planters Nut & Chocolate Company is now well into its third year.*

KMOX news periods aren't often open for new advertisers. The old ones hold on, happy with the selling job KMOX and its brand of news reporting does for them. But today there's opportunity for two newcomers to join the old guard of satisfied KMOX news sponsors. For more details, call us or Radio Sales.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

XUM

800 STRAIGHT PROGRAMS ON WWDC!

Crosby Shoes, part of the John Irving shoe chain, has used WWDC in Washington exclusively for 800 consecutive programs.

They do a tremendous retail business.

It's retail experience like this that many time buyers use as their buying guide. In the retail business advertising either sells or it doesn't.

There's every indication that WWDC meets this rigid retail requirement.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by
WEED & COMPANY

Feature of the Week

NEVILLE MILLER, former NAB president and for nearly a year with United Nations Relief & Rehabilitation Administration (UNRRA) in the Balkan theatre, is returning home. On March 15 he reported he had finished his mission in Cairo, Egypt—and would be returning shortly.

The last official photograph of Mr. Miller, who served as NAB chief executive from 1938 until 1944, appears herewith. It was taken in front of King Tut's tomb.

When he wrote March 15 Mr. Miller had just returned from eight days in Athens. He left Washington last July as second man in the Balkan Mission.

"Administering relief in the Balkans is no Community Chest affair," said the former NAB head and erstwhile mayor of Louisville. "Factions contending for postwar control have been playing the game for keeps during German occupation and intend to continue.

"I recently spoke before the Rotary Club (of Cairo)," Mr. Miller reported. "While standing in a drug-

Miller of the UNRRA Mounted

store recently, a British soldier mistook me for the clerk, so I must be acquiring a native appearance. I had better be getting home."

Sellers of Sales

A WEEK before D-Day, a letter went out to almost half of the stations in the country who were broadcasting Colgate-Palmolive-Peet Super Suds announcements. Over the signature of Richard C. Grahl, in charge of timebuying activities for the William Esty Co., New York, the letter gave the stations carte blanche to rearrange and cancel, if necessary, all C-P-P announcements when the news of invasion broke.

The efficiency, dispatch, and timing with which the matter was handled is indicative of the way Dick Grahl operates. Dick is a "clean desk" man. He has set up in the past two years a streamlined method of handling spot radio data that not only enables him to keep finger-tip tabs on the many and varied spot schedules he has running, but leaves him time to devote to client service, analysis of market and distribution data, and personal discussions with station men. He buys time for Super Suds (one of the largest spot accounts on the air), Baume Bengue, Hinds Honey & Almond Cream, Piel Bros. beer, and R. J Reynolds Tobacco Co. (Camel cigarettes and Prince Albert Smoking Tobacco).

Dick has devised a series of simplified business forms that enable him to delegate much of the routine paper work.

DICK

His forms include an original schedule describing the announcements, adjacencies, etc.; spot radio change form; uniform affidavit discrepancy form. These include colored copies for station's representative, advertiser, and agency departments. But these cover only half the picture.

Dick has a master control at his elbow so that he can tell at a glance the schedules on each station, when they expire, reinstatements, etc. He has compiled a data book with latest audience figures. He has made unusually interesting use of the BROADCASTING *Yearbook*, coding each station with the account running on it so that if he has to get out a general mailing to each station carrying, for example, the Super Suds business, a stenographer can get letters out in a matter of hours with the coded list in the Yearbook before her.

A native of St. Louis, Dick went to work for the American Mfg. Co. after attending St. Louis College. He later joined the Poster Selling Co. He came to William Esty in 1942 after seven years at McCann-Erickson, New York.

He is chairman of the Media Men's Assn. of New York. His prewar hobby was golf. Now its farming. Ruddy-complexioned, affable, Dick, a denizen of Bronxville, appears to be in his middle thirties. He has a 21-year-old-daughter.

Sell WITH

WILMINGTON DELAWARE

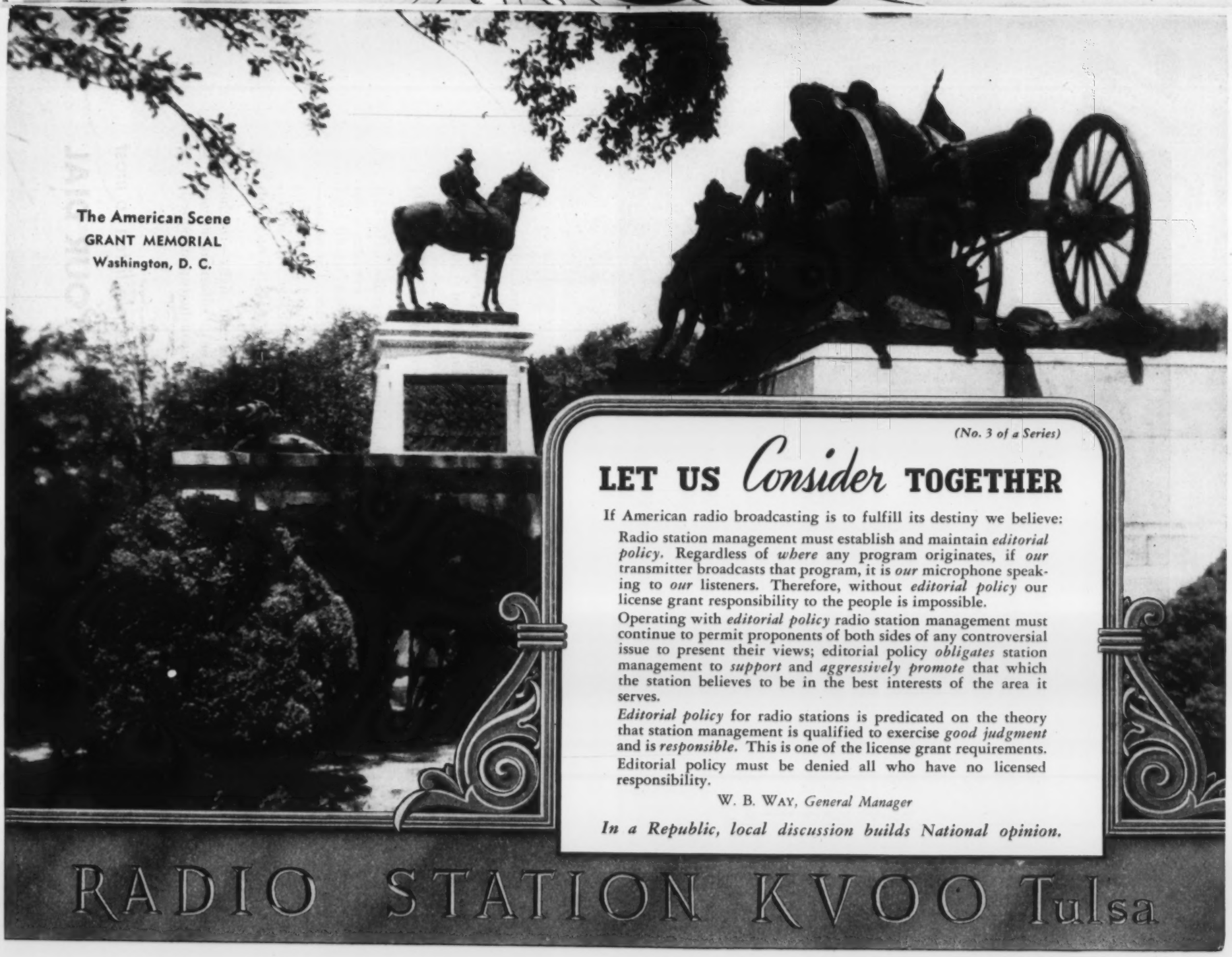
NBC Basic Station

5000 WATTS day and night

Represented by

RAYMER

XUM



(No. 3 of a Series)

LET US *Consider* TOGETHER

If American radio broadcasting is to fulfill its destiny we believe:

Radio station management must establish and maintain *editorial policy*. Regardless of *where* any program originates, if *our* transmitter broadcasts that program, it is *our* microphone speaking to *our* listeners. Therefore, without *editorial policy* our license grant responsibility to the people is impossible.

Operating with *editorial policy* radio station management must continue to permit proponents of both sides of any controversial issue to present their views; editorial policy *obligates* station management to *support* and *aggressively promote* that which the station believes to be in the best interests of the area it serves.

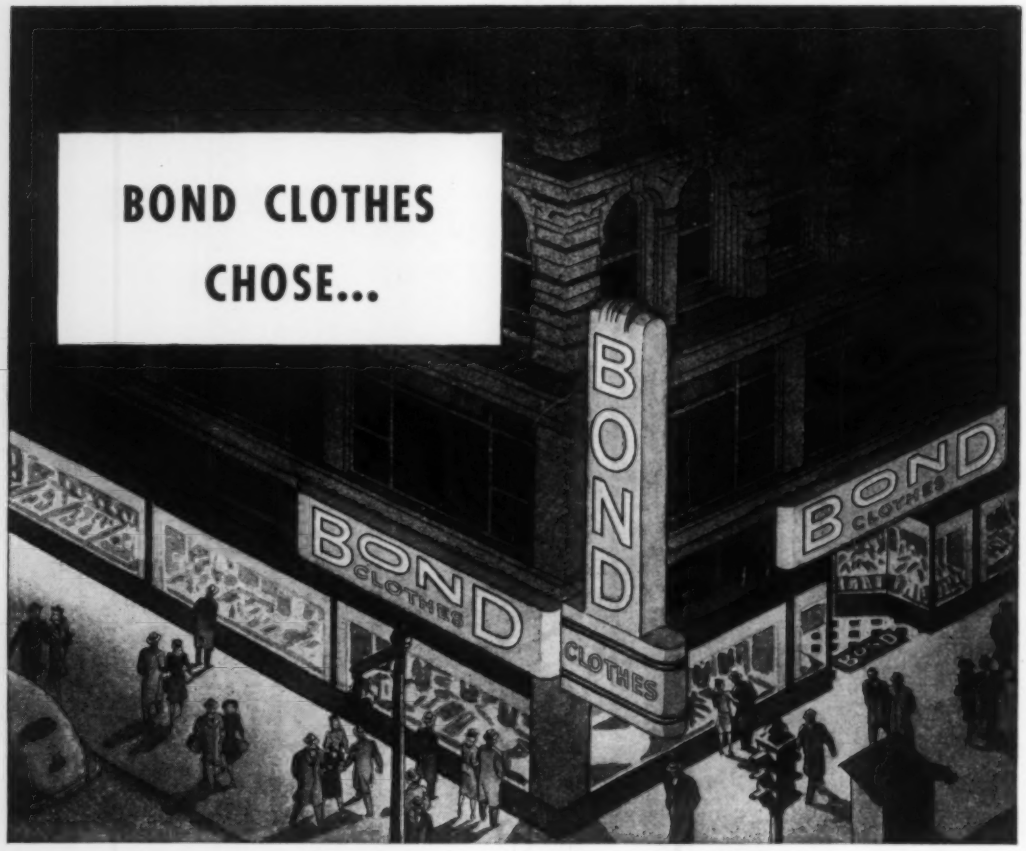
Editorial policy for radio stations is predicated on the theory that station management is qualified to exercise *good judgment* and is *responsible*. This is one of the license grant requirements.

Editorial policy must be denied all who have no licensed responsibility.

W. B. WAY, *General Manager*

In a Republic, local discussion builds National opinion.

RADIO STATION KVOO Tulsa



...WMAQ at 11:00 PM

The Bond Clothes Company, manufacturers and retailers of popular priced clothes, wanted to reach the vast Chicagoland market with a message about the value and quality of their wearing apparel. They wanted to reach the 2,855,700 families in this area who spend over $3,500,000,000 annually.

Bond Clothes, being astute advertisers, checked the listening habits of the late evening radio audience to discover what station would give them the largest possible audience. The result—WMAQ—the Chicago station most people listen to most. Bond sponsors Don Elder with up-to-the-minute news from 11:00 to 11:15 at night, Monday through Sunday.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
NBC
50,000 watts
Represented by NBC SPOT SALES

The Chicago station most people listen to most

670 ON YOUR DIAL

XUM

When mile stones ARE SMILE STONES

THE EARLY BIRDS

At the top—Jimmie Jefferies, original MC, still on the job making every day a "mirthday."

At the bottom—The Cass County Kids, popular unit of the cast; and sandwiched in between, photos of the Early Bird ensemble, and the lighting of the candles on the birthday cake.

2-WAY BIRTHDAYS

1945—25th Anniversary of Radio

1945—15th Anniversary of the world's oldest continuous breakfast hour program . .

"THE EARLY BIRDS"

This is a most significant year in radio . . . with intensified realization and special importance to us and to the legions of listeners in our coverage area. Radio's oldest continuous daily morning live talent program . . . our famous EARLY BIRDS, celebrated its 15th Anniversary on March 31.

Away back in 1922, when people didn't listen much to whatever might come over the air and from their old loud speakers, we came to the conclusion that they *would* listen *regularly* if they heard something that would help give their days a cheery beginning. So, we then became pioneers in "big time" programs around the breakfast hour. Listeners liked us. And from those fledgling days there was born the now top-ranking program of the EARLY BIRDS. Not only first in this field, but we were also first to employ a regular staff orchestra for such a show.

Multiplied thousands of listeners in every part of the Southwest listen religiously (and hilariously!) to the EARLY BIRDS as they cavort, caper and carry on under the lead of the inimitable Jimmie Jefferies, original EMCEE who is still on the job in more *BIG* ways than one. It has long been as much a part of the morning down here as eating breakfast. The program is an institution that continues to win appreciation and grow in tradition. In these fifteen years of mirth, melanges and melody, it clicked and continues to do so. Anything's liable to happen on this show (and does!).

WFAA Dallas

Martin Campbell, *General Mgr.* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC . . . . . 50,000 WATTS

"A Nationally Cleared Channel Station"

XUM

"Quit saying you 'thought', Thistlewaite! Why didn't you call F & P, and KNOW?"

● Gosh!—maybe even *we* wouldn't have known! But whatever you want to know about spot broadcasting, it's a cinch that F&P either knows it now, or can quickly find it for you!

Give us a ring—anytime!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEP-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 15 WASHINGTON, D. C., APRIL 2, 1945 $5.00 A YEAR—15c A COPY

FCC Begins New Station-Scrutiny Policy

WOV, WOKO Hit; 77 Renewals Are Temporary

By BILL BAILEY

IN RARELY invoked procedures, the FCC by a 4-0 vote last week refused to renew the license of WOKO Albany, N. Y., effective April 27, and denied transfer of control of WOV New York from Arde Bulova and Maj. Harry D. Henshel to Murray and Meyer Mester, doing business as the Balbo Oil Co., Brooklyn.

Both stations are affected by the Commission's duopoly regulation (Sec. 3.35) which bars ownership of more than one station in the same service area. Controlling owners of WOKO hold majority interests in WABY Albany. Mr. Bulova owns the majority interest in WNEW New York.

WOKO May Appeal

Indications were that WOKO Inc., licensee of the Albany station, would file petition for reargument and failing in that, appeal to the U. S. Court of Appeals for the District of Columbia, under Sec. 402 of the Communications Act.

In the WOV case (text of FCC release on page 68) interests involved have 20 days in which to file exceptions. The case then will be designated for oral argument after which the Commission will issue conclusive findings.

Attending Tuesday's meeting and voting for the two actions were Chairman Paul A. Porter and Commissioners Clifford J. Durr, Paul A. Walker and Norman S. Case. Commissioner E. K. Jett was absent because of illness and Commissioner Ray C. Wakefield was out of the country.

That the FCC is scrutinizing renewal applications likewise was evidenced last week when temporary renewals were issued to 77 stations pending further study. These renewals were due April 1 and the Commission, following discussion at its Tuesday meeting, decided on the 60-day temporary authorization for 58 stations because there was insufficient time to complete the studies. On Thursday the FCC placed 17 more stations on temporary license to May 1, presumably for similar reasons. Also temporarily extended to June 1 was another batch of 33 applications which previously had been extended.

(For list of temporary renewals, see actions of FCC on page 82).

No Cause for Alarm

At the FCC, it was stated there was no cause for alarm on the part of stations which received the temporary renewals as the bulk of them would be cleared up swiftly. In certain instances the Commission may seek additional information. In others, there will be engineering and technical questions of a routine character.

It was readily admitted that the Commission is pursuing the new policy enunciated by Chairman Porter in his March 12 address before an NAB district meeting in Washington, that renewal procedures would be strengthened to give the Commission a more definite picture of overall operations [BROADCASTING, March 19].

The Commission's proposed findings of fact and conclusions in the WOKO case, adopted last Nov. 9 [BROADCASTING, Nov. 13] at the last session attended by former Chairman James Lawrence Fly who resigned Nov. 15, were adopted last Tuesday as the "final findings of fact and conclusion".

In its conclusions the Commission held that Sam Pickard, former Commissioner and later CBS vice-president in charge of station relations, "and/or Francke Pickard, his wife," from approximately Oct. 23, 1931, "until the present time" were the real owners of 240 shares (24%) of the common stock of WOKO Inc., although the stock was in the name of Pickard's brother-in-law, R. K. Phelps, Kansas City.

Concealed the Holding

Applicant corporation, in reporting to the Federal Radio Commission and its successor the FCC, "concealed the fact that the Pickards held this stock interest, and represented that these 240 shares were held by others," said the FCC findings. "This misrepresentation and concealment was in violation

(*Continued on page 70*)

Denny Takes Oath; Hyde Is Successsor

Vernon Wilkinson New Broadcast Counsel; Marks Promoted

COINCIDENT with the swearing-in last Friday of Charles R. Denny Jr., as its seventh member, the FCC announced selection of Rosel H. Hyde, veteran assistant general counsel, as Mr. Denny's successor in the general counselship.

Simultaneously, the Commission announced appointment of Vernon L. Wilkinson, of the Lands Division, Dept. of Justice, as assistant general counsel in charge of broadcasting, succeeding Mr. Hyde. Leonard H. Marks, chief of the New Facilities Division, was promoted to assistant to the general counsel, filling the vacancy created last November when Peter Shuebruk resigned to join the New York law office of former Chairman James Lawrence Fly. Mr. Wilkinson will take office in about three weeks.

Mr. Denny, whose appointment runs until 1951, is the youngest man to sit on the FCC or its predecessor, Federal Radio Commission. He joined the FCC in 1942 as assistant general counsel, having come from the Lands Division of the Dept. of Justice. His predecessor as general counsel, Telford Taylor, now an Army colonel, came from the same division.

Of several candidates considered for Mr. Hyde's broadcast division post, Benedict P. Cottone, assistant general counsel in charge of the common carrier division, was foremost. Because of forthcoming developments in the common carrier field, particularly the proposed international communications merger, the Commission felt that moving Mr. Cottone to the broadcast division would be unwise.

Mr. Denny was confirmed without objection by the Senate last Monday, three days after the Interstate Commerce Committee unanimously reported his nomination [BROADCASTING, March 26]. He succeeds T.A.M. Craven, now vice-president of the Cowles Broadcasting Co.

A native of Chelan, Wash., Mr. Wilkinson was born Jan. 31, 1909. After five years with the Law Division, Library of Congress, Mr. Wilkinson in 1938 was appointed attorney in the Lands Division, Dept. of Justice, was made assistant chief, Appellate Section, two years later and in 1942 became chief of the Section and special assistant to the Attorney General.

In his new post Mr. Marks will assist Mr. Hyde on all FCC law activities, but his primary responsibility will be broadcast matters. The forthcoming clear channel hearings, television and FM proceedings will fall in his perview. He joined the FCC in February 1943 as senior attorney after a year with OPA. In June 1944 he was named chief of the New Facilities Section under Mr. Hyde.

The Commissionership carries a $10,000 salary and the general counsel's post $9,000, plus overtime which makes the remuneration $9,624. Mr. Wilkinson takes over a $7,500 job, plus overtime, while Mr. Marks serves as assistant to the general counsel at $6,500 plus overtime.

"CONGRATULATIONS!" said Commissioner Charles R. Denny Jr. (l) and FCC General Counsel Rosel H. Hyde in unison as they exchanged felicitations last Friday.

Atlantic Refining Sponsors Baseball in Eastern Markets

ATLANTIC REFINING Co., Philadelphia, will broadcast professional baseball games in three eastern regions, maintaining a schedule similar to the 1944 lineup, according to Wallace Orr, account executive of N. W. Ayer & Son.

Mr. Rollins

Hookups will be used in New England, eastern and western Pennsylvania, with one minor league schedule in Baltimore. The Atlantic budget may reach $500,000, judging by present plans.

In New England the refining company will use Yankee Network, as in other years, for home games of the Boston Braves and Red Sox, with a co-sponsor not yet announced. Nineteen stations will carry the play-by-play keyed from WNAC. Tom Hussey again will announce.

From WIBG Philadelphia, Atlantic will key home games of the Athletics and Phillies to WSAN Allentown, WMRF Lewiston, WKOK Sunbury. Negotiations are under way to add stations in four other cities. Byron Saam and Claude Haring will announce.

In Western Pennsylvania the Atlantic Network, keyed from WWSW Pittsburgh, will carry home and away games of the Pirates on WISR Butler, WKST New Castle, WERC Erie, WJPA Washington, WCED DuBois. Rosey Rowswell and Jack Craddock will announce. Altoona and Johnstown are not included in the 1944 lineup.

Atlantic will sponsor games of the Orioles on WITH Baltimore, again sharing sponsorship with Gunther Brewing Co. Bill Dyer will announce.

Handling the campaign is Joseph R. Rollins, advertising manager. Les Quailey, Atlantic sports director, is in charge of operations.

Perfume Firm Increases Its Time to 72 Stations as Part of National Campaign

COUNTY PERFUMERY Co., Bloomfield, N. J., finding that with the addition of radio in 1944, "sales enjoyed a substantial stimulus", has increased its 1945 schedule to a total of 72 stations, as part of its first national advertising campaign in newspapers, magazines and radio for Brylcreem, a hair dressing. Reporting a 100% increase in sales in 1944 over 1943, A. A. Starn, advertising manager, expressed the belief that "sales increases are attributable to radio". In certain markets, where space advertising produced only limited results, the introduction of radio as exclusive medium produced soaring sales, he declared.

Schedule in 1945 calls for spot announcements on an average of five time weekly on:

WNEW WWJ WXYZ CKLW WJBK WOOD WGN WJJD WMAL WHIO WTAM KFVD KFWB KHJ KWK WRR KXL WFBR WKBW WFIL WIBG WSPD WHB KTRH WCKY KJBS KQW KSPO WOW WHO KJR KXA WBZA WTMJ WCAE KWNO KATE KGDE KVOX KTRI KDTH KFJB WDBC WDMJ WEAU WLOL WTCN KWLM WDSM KICD KVFD KROS WJMS WHDF WATW WSOO KSJB KDLR KGCU KLPM KABR KELO KSOO KGCX KRJF KXOX KOL KXEL.

In addition Brylcreem is promoted on local broadcasts of American Broadcasting Co. (Blue) commentator John B. Kennedy on WCOL WSAI KCMO and on *Sports Extra*, broadcast on WHN New York, April 1 through Oct. 1 following the Dodgers games. Agency is Atherton & Currier, New York. Folder listing station schedule and details on other media has been distributed to the drug trade.

Best Foods on NBC

BEST FOODS Inc., New York, will sponsor a Saturday news broadcast by John W. Vandercook on 144 NBC stations starting April 21, 5:30-5:45 p.m. Nucoa margarine will be advertised on 127 NBC stations and Shinola shoe polish on others. Agency is Benton & Bowles, N. Y. Electrical Research Labs., Evanston, Ill., discontinues Mr. Vandercook April 14 in the 5:30 p.m. period.

NEWSPAPER DRIVE 'HARMFUL'—RYAN

J. HAROLD RYAN, NAB president, last week labeled the *St. Louis Post-Dispatch* editorial campaign against certain types of radio commercials as "harmful".

The *Post-Dispatch*, which has been exorting against mid-commercials in news copy, replied editorially to Mr. Ryan's charges, which were made at the 7th District NAB meeting in Cincinnati.

The editorial campaign is harmful in two ways, Mr. Ryan said: (1) "Cometing newspapers for reasons of their own have started it" and (2) "Instead of announcing grand housecleanings stations should improve programs quietly —for the public may wonder what sort of impossible condition eisted before."

Mr. Ryan referred, in his statement, to radio as the first line of defense of "freedom of speech". The *Post-Dispatch*, owner of KSD St. Louis, called this statement "sententious".

C&S Replacement

STANDARD BRANDS, New York (Chase & Sanborn coffee), on June 3 replaces *Charlie McCarthy Show* for 13 weeks with a musical-variety program starring Frances Langford, vocalist, on NBC stations, Sunday, 8-8:30 p.m. (EWT). Summer replacement will also feature Tony Romano, guitarist, with weekly name guest talent from music and comedy fields. Spike Jones is signed as musical director with an augmented 20 man orchestra. Earl Ebi will be producer of J. Walter Thompson Co., agency servicing account. Program will originate from Government hospitals and rehabilitation centers.

Revere Eyes Series

MUTUAL's series *The Human Adventure*, may be heard under sponsorship of Revere Copper & Brass Inc., New York, in cooperation with Chicago U. beginning July 4. Agency is St. George & Keyes, New York.

Drawn for BROADCASTING by Sid Hix

"Pardon Me, Miss, But Which Studio For the Amateur Hour Auditions?"

American to Drop Blue Net Identity

New Air Signature Becomes Effective on June 15

FINAL PHASE of the change-over from Blue Network to American Broadcasting Co. will go into effect on June 15, when the familiar identification on the air of "This Is the Blue Network" recently succeeded by "This Is the Blue Network of the American Broadcasting Co.," will be replaced by "This Is the American Broadcasting Co.," Mark Woods, president, announced last Thursday.

A persistent belief that the Blue is still a part of NBC as it was for so many years is a major reason for the change, Mr. Woods explained. Speaking at a press luncheon, Fred Smith, vice-president in charge of advertising, said that this belief is particularly troublesome in Washington, where Government officials still "blame the Blue for NBC's mistakes and praise NBC for the Blue's accomplishments".

Extensive Promotion

The date was chosen, Mr. Smith said, because on that day an important group of stations will become affiliates of American Broadcasting Co. and as the company expects to do an extensive promotion job in connection with these new members of the network it seemed logical to promote the new name at the same time.

Asked about possible confusion with Associated Broadcasting Corp., Arizona Broadcasting Co. and other organizations whose names would naturally be abbreviated as ABC, Mr. Smith said his company had gone to a lot of trouble to clear up conflicts on the name American Broadcasting Co. and that for the present, at least, no abbreviations would be attempted. Anyone else using the ABC abbreviation for American Broadcasting Co. does so at his own risk, Mr. Smith said.

Benny's USO Tour

JACK BENNY last week announced plans for his third overseas summer tour of the fighting fronts under the auspices of the USO. American Tobacco Co., New York, will replace him on NBC Sunday 7-7:30 p.m. with the Wayne King orchestra, Vocalists Skip Farrell and Dolores Grey, and Franklyn MacCormack, story teller. Program will originate from Chicago and beginning June 3 will run for 17 weeks. Agency is Ruthrauff & Ryan, N. Y.

Pabst Substitute

PABST SALES Co., Chicago, has signed Harry James Orchestra as a summer replacement for the *Danny Kaye Show* on 141 CBS stations Sat., 8-8:30 p.m. Substitute will run for 17 weeks, beginning June 9, with Mr. James as m.c. of his own show. Agency is Warwick & Legler, New York.

Radio Alert Following Peace Rumor

Briefing by Military Tuesday With Net News Chiefs

By ROBERT K. RICHARDS

DAME RUMOR, helped along her way by a zealous newspaperman and several credulous radio reporters, spread word through America last week that the war in Europe was about to end.

She lifted her hoop skirts and dashed from coast to coast spreading her glorious, albeit phoney, tidings, after a Washington news service reporter had listened to a news conference conducted by Jonathan Daniels, neophyte Presidential secretary. This particular newsman, an INS reporter, wrote part of his story from the facts presented by Mr. Daniels and sucked the remainder from his thumb, an alchemic process not unknown to Washington newsmen. But if his glance penetrated the crystal ball, that of a West Coast radio newsman shattered it.

Leon Pearson, brother of Drew Pearson, was the INS reporter who heard Mr. Daniels say that the President had asked all military and Government officials who could do so to stay at their desks during the San Francisco conference, to be held in April. Mr. Daniels explained that this was requested by the President in view of the critical situation in the war and because he did not wish transportation facilities and San Francisco hotel accommodations overtaxed.

Misinterpretation

Mr. Pearson, working from this, wrote a story which stated in part that the Cabinet had been ordered by the President to stand by in the light of the critical war situation.

Mr. Pearson's copy was filed and coursed into the newsrooms of INS radio station-clients throughout the nation. In Los Angeles, Henry Orbach, Blue news manager, wrote a statement for Gil Martyn, newscaster, who put it on his network broadcast at 11:40 a.m. EWT. It announced as "electrifying news" that "President Roosevelt and his Cabinet are preparing for news of victory in Europe." This was on Tuesday.

Earlier on the same day (7 a.m. EWT) INS had received a dispatch from SHAEF quoting Gen. Eisenhower as saying, ". . . the Germans are whipped." In transmission to the West Coast, according to Barry Faris, INS editor-in-chief, this was garbled and became, "Eisenhower says the Germans have quit". The error was retrieved in 10 seconds, Mr. Faris said, but not before it had been broadcast on the Don Lee-Mutual network. A correction was aired immediately.

Allegiance Repeated

But by this time the damage had been done.

In New York, and in major cities throughout the nation, radio and newspaper switchboards were clogged within seconds.

In New York, several stores were closed for the "victory celebration".

In Detroit, scores called stations to ask, "Is the war over?" One person asked the WJR operator, "Is Roosevelt dead?" Another chastised the station for failing to carry a broadcast by Churchill and Roosevelt which she insisted was scheduled for 2 p.m.

In Los Angeles, a meeting of the city council was interrupted for a peace announcement. Council members and spectators stood and recited the oath of allegiance.

In Chicago, courts in the criminal courts building were adjourned.

In Boston, newspapers appealed to the Office of Censorship and the FCC in an effort to bring official action against a station which aired the false report.

Held Up Dispatch

In Detroit, Henry Alexander, news chief of WXYZ, Blue outlet, held up the INS dispatch, only to hear it fed through his station's transmitter later by the network.

Newspapers took the bait, too. In the same city, the *Times* carried a two-bank, eight-column streamer: "ROOSEVELT'S ORDER: STAND BY FOR VICTORY".

At 12:35 p.m. EWT the Blue corrected its 11:40 a.m. broadcast.

Tuesday, it is reported, news chiefs of the networks will meet in New York with a select group of military authorities who will give them background information which will bulwark against repetition of such a fiasco. It was not learned whether a similar chalk-talk would be held for news service writers and editors.

Reporters Covered Crossing Of Rhine From Plane Armada

FROM Piper Cubs, Flying Fortresses and other aircraft forming part of the air support for the Rhine crossings March 23, radio reporters covered one of the major military operations of World War II. While ship-side reports have figured in many of the outstanding broadcasts of the war, radio's coverage of the Rhine was characterized by a "bird's-eye view," although there were plenty of correspondents slugging along with the troops, and sharing their hazards.

500-Mile Armada

One of the former, NBC's John MacVane scored what appears to have been scoop with the first broadcast from the east side of the Rhine March 26, at 9 a.m. "Heroine" of Mr. MacVane's coups was the U. S. Army mobile transmitter "Jig Easy Sugar Queen". JESQ was the first mobile unit used to transmit broadcasts from the Normandy coast, and has followed Gen. Eisenhower's armies into German soil. From the same transmitter MacVane was heard Saturday, 1:45 p.m. with a description of a tour of the Remagen bridgehead from the west side of the river. NBC's *Army Hour* on Sunday, March 25 included recording made on a plane, describing airborne troops jumping into Germany.

Herbert Clark, coming in from Paris on the Blue Network at 7:47 a.m. Saturday, March 24 claimed for his network the first broadcast announcement from Europe of an all-out Allied launching across the Rhine, pointing out that CBS was beaten to the gun by 30 seconds. A carefully worded message from Clark had tipped the network off to open at 7 a.m., an hour earlier than usual.

In the lead plane of a 500-mile long air armada Paul Manning, WOR-Mutual, recorded a description of the airborne invasion of Remagen. Disc was flown to Paris and heard on Mutual Saturday, March 24 5-5:15 p.m. Descriptions of 9th Army crossings recorded in Piper Cub planes by UP's Ray Conger and Chris Cunningham came in on MBS at 10 a.m. and noon respectively the same day.

Dick Hottelet, one of the nine correspondents CBS had on the assignment, was forced to parachute to safety when the Flying Fortress in which he was accompanying the First Airborne Army, burst into flames just east of the Rhine. Hottelet jumped after the plane turned back across the Rhine, flew back to a transmitter to broadcast for CBS. Edward R. Murrow, CBS European chief, rode a British bomber towing a glider. Bill Downs, who came in Saturday 2:48 p.m. from some point in Germany rode "pig-a-back" in an American Thunderbolt fighter up and down the entire Rhine front.

Charles Collingwood, came in from Paris at 7:01 p.m. Friday with news of Third Army crossings and at 7:48 a.m. Saturday March 24 with news of the 9th Army crossings. Winston Burdett, CBS, with First Army, may have been east of the Rhine when he broadcast Tuesday 8-8:15 p.m., reporting "orders to strike east and keep rolling".

MBS Plans to Present Allied Officers And Officials From Berlin on V-E Day

LEADING with a special program from Berlin, featuring Allied staff officers, plans for which are necessarily rather indefinite at present, Mutual has lined up a score of proposed programs for V-E Day.

Another program, *Home Front Rededication* consists of interviews with James Byrnes, director of War Mobilization and Reconversion; Basil O'Connor, Red Cross chief; Paul V. McNutt, WMC chairman; Maj. Gen. Lewis B. Hershey, director, Selective Service System; James A. Krug, WPB chairman; Chester Bowles, OPA administrator; Claude R. Wickard, Secretary of Agriculture; Henry Morgenthau Jr., Secretary of the Treasury, and others.

Other Washington programs planned for V-E Day are: A quarter-hour program with Chiefs of Army and Navy Chaplains; interviews with Senators and Congressmen; a special Navy program with Secretary of Navy James V. Forrestal, former Secretary Josephus Daniels and top-ranking admirals.

Victory Salute

From New York, Mutual will broadcast a musical-dramatic *Victory Salute to the Armed Forces*, a special program by Morton Downey, and a religious period with clergymen from various churches. A *Surrender Day Salute* from a major Naval base will be broadcast from Rochester, N. Y.; the Detroit Symphony will present a special V-E Day concert; Hollywood is also preparing a victory presentation; Dwight Green, Governor of Illinois, and Edward J. Kelly, Mayor of Chicago, will speak from that city.

Pickups from Times Square in New York, Hollywood and Vine in Hollywood, and similar central spots in Chicago, Cleveland, St. Louis, Washington, Denver and Morgantown, W. Va., will be made during *Main Street America*, which will also broadcast the Liberty Bell from Philadelphia and the chimes in the Peace Tower in Ottawa.

These programs, arranged by Tom Slater, MBS director of special features, will be augmented by pickups from Mutual correspondents abroad, supervised by John Whitmore, director of news.

Other networks have not announced their V-E day plans in any detail. CBS will broadcast an hour documentary program written and produced by Norman Corwin, which has been rehearsed and is all ready to go, and has in preparation a half-hour documentary show on the Pacific war, emphasizing the fact that the end of the German war does not mean that the fighting is all over. NBC is considering a special musical program conducted by Arturo Toscanini.

DETROIT PUBLIC LIBRARY

XUM

Range Control Causes Wide Comment

Prior Development of Similar Systems Is Claimed

By JACK LEVY

DISCLOSURE of patent application for Dynamic Range Control in the March 26 issue of BROADCASTING brought the following repercussions last week:

1. The FCC officially took notice of the Shannon Allen-Henry Meisinger invention claims by calling for copies of the application and drawings illustrating the workings of the system.

2. Maj. Edwin H. Armstrong, FM inventor and vigorous objector to the proposed FCC allocations for FM, challenged the contention that Dynamic Range Control embraces a new principle (see Maj. Armstrong's letter on this page).

3. Publication of basic data regarding DRC brought forth a claim that a similar system of broadcasting was discovered independently of the Allen-Meisinger invention and that extensive developmental work on it is now under way.

Experts Disagree

4. Opinions of engineers differed sharply on the practicability of designing devices to put the system into use. Some believed receiver costs would be raised prohibitively; others said the problem could be easily handled at small cost.

5. Considerable interest was evinced in the invention by several large manufacturing companies which are understood to be studying the feasibility of producing devices to be attached to existing transmitters and to be incorporated in new receivers.

First reactions to claims for DRC was that it had been done "long ago", that the AT&T had developed a "compander circuit" which does much the same thing, that it would cost too much to produce devices to apply it, etc. But the inventors countered that DRC is not an application of the "compander circuit" principle. They averred that their searches of patent records failed to disclose similar devices.

Further, they asserted, their patent application and detailed drawings explain fully the application of their system and answer various problems regarding its practicability.

Discussion of the Allen-Meisinger claims brought out that a system for transmission via dynamic control voltage and restoration of dynamic range at point of reproduction had been developed by Royal Howard, director of engineering for KSFO San Francisco and Associated Broadcasters Inc., who has been working for many years along lines similar to those of Allen and Meisinger. Mr. Howard's system, it is understood, is designed to improve the efficiency of transmission and to give the listener fuller control of reception.

Developmental work is reported to have begun on devices to adapt the Howard invention. An automatic gain control, patented and copyrighted under name of Progar (contraction of program guardian), is to be manufactured as soon as materials are available. This device, which simplifies the work of "riding the gain" and can be installed in any transmitter, has been used on KSFO and other Associated Broadcasters stations for several years. The device, it is claimed, imparts a more even signal with correspondingly increased coverage.

It was learned that developmental work is also under way to apply the Howard system to the receiver.

Must Be Developed

Radio men differ widely in their appraisals of Dynamic Range Control. One prominent engineer who reviewed the patent application saw promising possibilities in the use of the system in minimizing wear on records but expressed skepticism in applying the invention to radio.

Several FCC engineers who were informally shown the plans for their possible effect on the coming determinations of frequency allocations took the position that a great deal of experimental work will have to be done before the system could influence spectrum assignments.

One engineer thought the invention might be most readily applied to subscription radio, permitting a division of a channel to transmit several programs simultaneously.

Another stated unqualifiedly that the Allen-Meisinger system can be reduced to practical application.

Looks Good on Paper

"On paper it looks awfully good," said Dr. Ronald R. Lowdermilk, of the Office of Education, Federal Security Agency. He disagreed with the inventors' claim that full dynamic range can be carried on a 35 kc wide FM band and thought the system would require a width closer to 100 kc. But even 100 kc would be an enormous saving, he said, and would make available twice as many stations.

The theory of Dynamic Range Control grew out of Mr. Allen's interest in reducing wear and needle scratch on records and transcriptions, a problem he has encountered in the operation of the broadcasting studios of the Interior Dept. where thousands of recordings are made for broadcast by OWI, Coordinator of Inter-American Affairs, Army, Navy, and other Government agencies.

Mr. Allen first conceived the idea of building two grooves into a record, one of which would carry the sound and the other the weight of the pickup. By using a double tone arm or "packhorse" pickup, with the needle merely "floating" or trailing along the sound groove while the second groove carried the load, both scratch and wear on the record would be almost eliminated. From this conception, in collaboration with Sgt. Meisinger, who was then engineer at Interior recording studios, the plan for compressing the dynamic range of the program at the transmitter and decompressing it at the receiver was evolved. Unfortunately, Sgt. Meisinger was called to military service before he could undertake experimental work to demonstrate the system.

NAB Presidential Selection Committee to Weigh Names

WITH THREE months to go before the term of NAB interim President J. Harold Ryan expires July 1, the NAB presidential selection committee will meet in mid-April at the call of Chairman G. Richard Shafto, WIS Columbia, S. C., during which time it hopes to "make material progress" in developing a presidential prospect. Eight names are understood to be under consideration.

The mid-April session follows a meeting held in New York March 20, 21 and 22, of five of the six members of the committee, at which time an original list of 17 names was reduced to the current eight.

Big Names Considered

While a number of figures—including important personages in public life—have been discussed as possible selections, if available, it was evident that any guess now as to the new NAB head is premature, since the committee has not had the opportunity to confer individually with such personages as to their availability.

Coinciding with the committee's explorations but having no definite relationship to them was the announcement last week that Stephen T. Early, Presidential press and radio secretary for the past dozen years, would retire from the secretariat June 1 to enter private business. Mr. Early said, however, that he had made no definite commitments, although he had had a number of proposals during the past eight years. Mr. Early added he had never gone into any offers he had received.

Similarly, the name of Byron Price, Director of Censorship, on leave as executive editor of the Associated Press, has been discussed as a possible appointee. Mr. Ryan, who returns to the Fort Industry Co. July 1, after having been drafted to serve as interim president last year, was Assistant Director of Censorship in charge of radio under Mr. Price and is known to hold him in high esteem.

Members of the full presidential committee, in addition to Chairman Shafto and Mr. Ryan, are James D. Shouse, WLW Cincinnati; Don S. Elias, WWNC Asheville; Paul W. Morency, WTIC Hartford; and John J. Gillin Jr., WOW Omaha. Mr. Ryan was absent from the session last month on his NAB district meeting swing.

Mr. Shafto pointed out that since the NAB Board authorized the enlarged committee to select a new president last February, the committee has not yet been able to have personal consultations with the individuals finally screened out of the original list.

The committee was given broad powers with regard to selection and as to compensation. The NAB board did not stipulate a figure, but it was pointed out that the maximum salary heretofore paid—to former NAB President Neville Miller—was $35,000 annually plus $5,000 in allowances. Any figure decided upon beyond that amount presumably would have to be authorized by the wage stabilization authorities.

ARMSTRONG CITES PRIOR PILOT USE

EDITOR BROADCASTING:

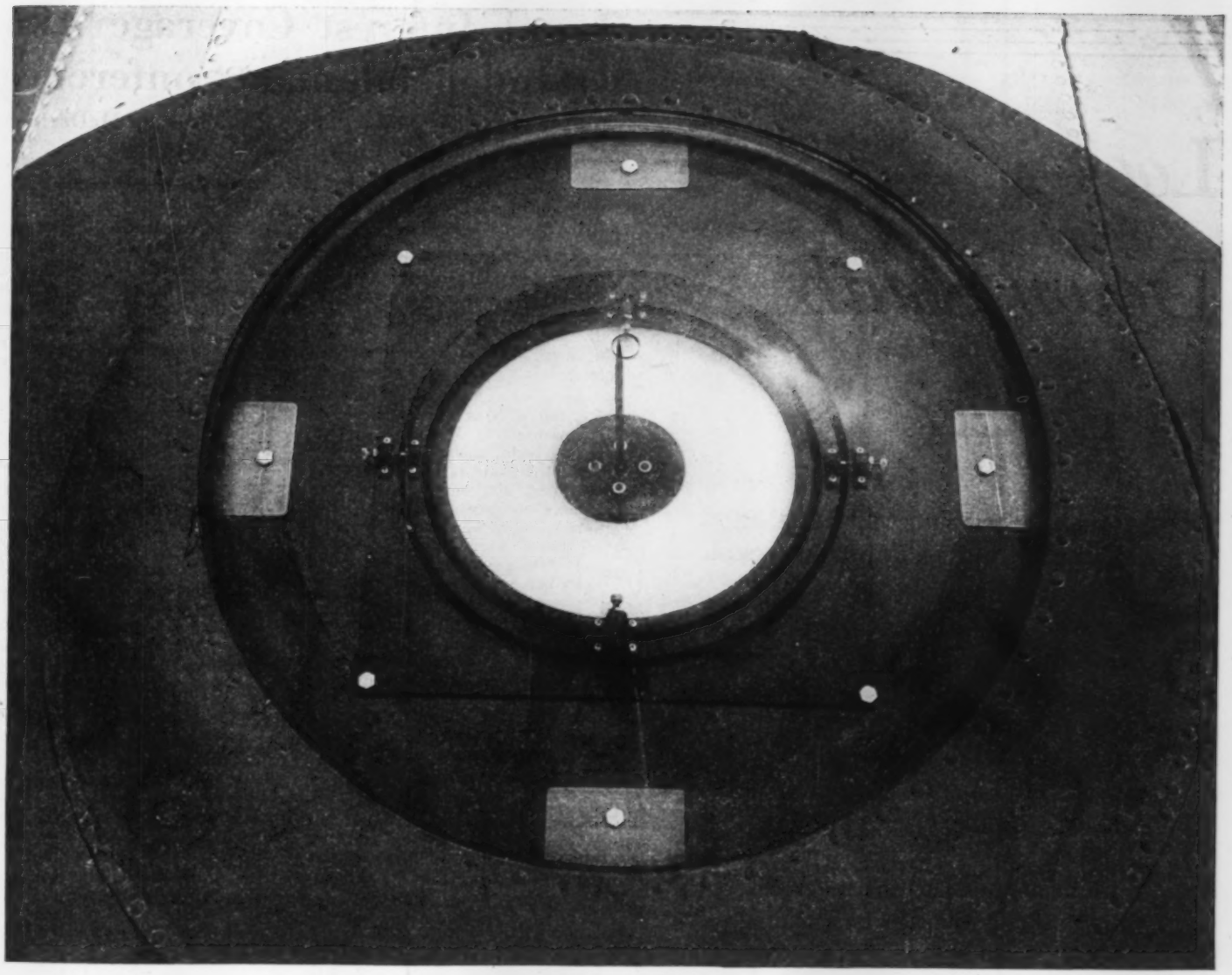
May I comment on the leading article in your issue of March 26 entitled "Inventors Claim New Broadcasting System". In this article your correspondent describes the use of a pilot or auxiliary channel for simultaneously and complementarily altering the gain at the transmitter and receiver of a system for the purpose of increasing its dynamic range.

This process is described as something new. For the information of your readers I would like to point out that this system was used in the original experimental work on FM at the Empire State transmission in 1934-1935 for the purpose of combating ignition noise and the process was not original with me at that time.

Who first suggested it I cannot state at the moment as I have no immediate access to the records, but it was in the patent literature a number of years prior to my use of it. It has also been used in the motion picture art and on communication circuits in various forms.

There are, of course, all sorts of ways of carrying out the principle described and if the system here under discussion proposes some new method I hope the inventors will undertake to describe it. I feel quite sure that no inventor cares to be put in a position of laying claim to a principle long known in the art.

EDWIN H. ARMSTRONG



Shadow compass "double checks"

That's a close-up, outside view of the Boeing-developed shadow compass installed in the astrodomes of B-29's. It checks the variation of the plane's other compasses. It works on the same principle as the age-old sundial. It's a "double check."

To radio advertisers who want a double check on where they're going in Baltimore . . . we suggest that age-old measuring stick, "How much do my sales cost me in the sixth largest market?"

If you want the greatest number of listeners for the lowest cost . . . you take a direct course to W-I-T-H . . . the successful independent station. Facts are available to "double check" your other decisions. You can't beat the shortest distance between two storm-free sales points. In Baltimore radio . . . it's W-I-T-H!

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Look Down South in Dixie?

Looking for a Southern market area that has *every* essential for successful promotion? Then take Nashville!

This booming trade zone—all of Middle Tennessee and part of Southern Kentucky constitute the Nashville territory —now offers national advertisers an extra choice market for present or pending schedules.

With money to spend as never before, this Nashville market is spending it in a big way for products currently advertised over WSIX, "The Voice of Nashville." For complete information, contact the station or

THE KATZ AGENCY, INC.
National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

980 KC

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

Local Interest Coverage Aim Of Independents at Conference

Wide Open News Policy Promised by McDermott As Example at United Nations Meeting

INTERPRETING events at the forthcoming United Nations Security Conference, opening April 25 in San Francisco, in terms of local interest is the aim of most of the independent stations planning supplementary coverage, BROADCASTING learned last week. All the individual coverage, thus far announced, will be on a public service basis.

At a meeting in San Francisco Monday with network and station representatives, Michael J. McDermott, special assistant to the Secretary of State in charge of press relations, disclosed that the Conference will be "wide open" for news coverage. Mr. McDermott completed arrangements whereby the Palace Hotel will house all news personnel, including radio.

Independent stations will share space in the Opera House and Veterans' Building, where the sessions will be held, with the BBC and CBC. In the event the meetings are of wide scope, independent stations will share facilities with the four American networks. Details are yet to be worked out.

Nets Feature Meet

"We are going to try to give the nations of the world an idea of just what we mean by freedom of information for which we have been crusading all over the world," said Mr. McDermott.

All four major networks plan to make the Conference the top feature during its tenure, while the independent stations contemplate daily wire copy for regularly scheduled newscasts, transcriptions and direct pickups.

So far, of the stations whose plans are completed, none will sell the special programs. Most of them will spot news on regularly scheduled commercial newscasts, but by and large the extra activities will be presented as public service broadcasts.

Pre-Conference programs will begin this week, with the networks and independent stations alike scheduling speakers and interpretative commentaries. Mutual has announced that Secretary of State Stettinius will be heard exclusively over MBS when he speaks on "Our Foreign Economic Policy," at 9:30 p.m. (EWT) Wednesday (April 4) from the Chicago Council on Foreign Affairs dinner in the Stevens Hotel.

CBS last Monday reported its preparations for the Conference on *Feature Story*, 4:30 p.m. (EWT). Program included Tris Coffin, speaking from WTOP Washington; Don Mozley, KQW San Francisco, and Mayor Bernard Samuel of Philadelphia, speaking from WCAU, on the city's bid to be named the permanent home of the United Nations Council.

On Friday (April 6) Secretary Stettinius will speak at 5:30 p.m. (EWT) over CBS on "Dumbarton Oaks—What It Is and What It Is Not." His talk will be delivered at the opening of new headquarters of the Council on Foreign Relations, at the Harold Pratt House, New York.

Other Broadcasts

Among Mutual's other pre-Conference broadcasts was a forum on "The Yalta Declarations and the San Francisco Conference" during Northwestern U's *Reviewing Stand* at 11:30 a.m. Sunday. Charter Heslep, Washington director for Mutual, will assist in coordinating activities at the Conference.

First of a series of four programs, *World Peace Forum*, headed by Sumner Welles, former Undersecretary of State, was to be aired by the Blue at 10:30 p.m. (EWT) April 2. Three similar programs will be broadcast at 10:30 p.m. on succeeding Mondays. Mr. Welles, who has been named Blue Conference advisor, also will make weekly talks on that network, Tuesdays, 9-9:15 p.m. (EWT) during the Conference, starting May 1.

On April 25 the Blue will present a special half-hour dramatic show, written by Ben Hecht and narrated by Orson Welles, 9-9:30 p.m.

Thomas J. Dolan, Blue network traffic manager, New York, and Walter Lonner, western division traffic manager, are in San Francisco conferring with KGO executives on coverage of the forthcoming Conference. G. W. (Johnny) Johnstone, director of news and special features, will head a staff of reporters, commentators and special events personnel at the Conference.

NBC will originate two programs from the West Coast during the Conference, *Our Foreign Policy*, under auspices of the State Dept., beginning April 28, and Walter Van Kirk's *Religion in the News*.

That most of the stations planning supplementary coverage are thinking in terms of their respective areas was indicated in announcements last week.

"If Mr. and Mrs. Common Folk expect to avoid future wars and keep their youngsters out of a possible future war, they had better start becoming thoroughly acquainted with the Dumbarton Oaks proposal and what it stands for," said Philip G. Lasky, general manager and part-owner of KROW

(*Continued on page 74*)

first

in War!

Portland school children sold $1,500,000 worth of war bonds when KGW's "Schools At War" program arranged for the winning school to launch a ship. Peace has been brought a little nearer by another KGW FIRST.

first

in Peace!

In 1926 the Pacific Northwest enjoyed KGW's bridge lessons over the radio. Stylish maidens played bridge while a stately gentleman broadcast a play by play description and suggestions for improving the game. A FIRST in its day, it received thousands of letters from grateful listeners.

first

in Audience Influence

Whether in the stress of war or the comparative serenity of peace KGW anticipates the demands of its audience. Twenty-three years of accurately sensing audience interests has put KGW FIRST on the radio dials of the Pacific Northwest.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

130 Sponsors Can't Quit at Once

Hometown Influence of Co-Op Programs Praised

By BAUKHAGE *

THE TIME has come for this man who enjoys life, liberty of expression and the pursuits of commentator under the benefits of the co-operative sponsorship system to say a word in its praise. I believe it is a discovery which ranks with the wagon wheel, the electric razor, the microphone and the Monday-through - Friday week.

Baukhage

The commercial departments of the networks and the individual stations know its financial advantages, but few others have weighed the various and imponderable benefits which accrue to programs, broadcaster, listener and radio itself from this form of sponsorship.

Let me be personal and tell you why I like working for a boss whose name is legion.

Can't Quit at Once

First, there is the obvious advantage of the security in numbers. One-hundred - and - thirty sponsors can't make up their minds all at once to quit. And even if such unpleasant unanimity were achieved I still would not find myself suddenly jobless—no two contracts expire the same day.

But that is the obvious and purely material benefit of being sponsored by a group of local advertisers. There are other, and to my mind greater, advantages.

From the broadcaster's standpoint, co-op sponsorship provides a tremendous psychological tonic. It gives me what I call an e-pluribus-unum boost, because I have a feeling that a lot of people have elected me to my job instead of one man hiring me. I feel that I have become a citizen in a sort of new-found economic democracy.

Now from the listener's standpoint: When a program is sponsored locally the townsfolk are bound to look on it with a lot more intimacy. The people of X-ville, listening to me as they have for the last three years, feel, I am sure, that they know me better because they know my sponsor, Joe Doe—a lot of them personally, a lot more because they have almost daily personal contact with the clerks in his big department store. And that goes for the flour mill, the bank, the bakery, the dairy, the hotel, the electric power company, the finance company, the flour and feed store, and what have you (and what haven't you in the co-op dish?).

This hometown intimacy, vicarious though it may be, goes a long way toward breaking down the barrier of invisibility between the unseen broadcaster and his audience.

Highly important, too, is the total goodwill engendered by the cooperative sponsorship system. It means a lot to the sponsor to have the listener realize that a hometown-supported institution is paying for the program he listens to.

Before I accept a sponsor I have to know something about him. When we get together I have a chance to learn a lot more about him and he about me. Thus, my 130 bosses have helped me, in a sense, to re-discover America, and it doesn't do a bit of harm to those of us who spend so much time on Pennsylvania Avenue to have a daily reminder of Main Street, which is the real America.

So much for direct benefits to station - sponsor-listener-broadcaster. But there is something which is even more important to radio as a whole. I believe the co-op system will go a long way toward dissolving an unfounded suspicion held by some of the general public: namely, that a commentator reflects his sponsor's opinions. Personally, I have never known such a case, but the myth is widespread. Well, it is obvious that even 30 sponsors couldn't agree to disagree with their commentator on any one thing and when the number passes the hundred mark, a neutralizing effect results which produces a cross-section view that could reflect only an average of American tolerance.

We are all proud of the fact that radio has brought the world right into the listener's home. We can be equally proud of the fact that the cooperative sponsorship system has brought thousands of American communities into the broadcaster's heart and mind. The cooperative sponsorship system exemplifies the good, democratic principles of decentralization.

I think it's a great invention.

* Baukhage was elected a vice-president of the Assn. of Radio News Analysts at its recent election and is the official Washington representative.

GROUP GATHERED to plan solid send-off of *Musical Milkwagon*, Bowman Dairy Co. show which began on WMAQ March 19, Chicago, included (l to r): E. C. Carlson, NBC central division advertising and sales promotion manager; Lou Jackobson, J. Walter Thompson Co., Chicago, producer of the show; Tyler Davis, radio director of J-W-T; Rudi Neubauer (standing), NBC local and spot sales account executive; Oliver Morton, NBC central division local and spot sales manager.

BAND BACKGROUND FOR CIRCUS SPOTS

RINGLING Bros., Barnum & Bailey Circus, Sarasota, Fla., in its radio promotion for the New York showing at Madison Square Garden, is airing commercials on 10 stations, in some cases up to 30 times a week. Station announcer presents plugs against a background of recorded music by Circus Bandmaster Merle Evans. Circus supplies the discs already cut by Columbia Recording Corp. of such circus tunes as "Jungle Queen," "The Olympian Hippodrome," and "Old King Cole Melody March".

To reach children listeners, sponsorship of Let's Listen to a Story weekly half-hour has been secured on WMCA New York for an indefinite period beginning April 8. Cutline depicting laughing clown and promoting the circus is included on two promotion pieces distributed regularly by the station to libraries and organizations—a mimeographed monthly program bulletin [1,000 copies], and a bookmark [10,000 copies]. Agency is Robert Seidel Adv., New York.

CHAT Opens in Fall

CHAT is the call of a new Canadian station to open at Medicine Hat, Alberta, in the autumn, according to J. H. Yuill, president of the company which will operate the station. Keith Mackinnon, consulting engineer, is developing the antenna system. Studio plans are ready and the transmitter site has been approved by the civil aviation authorities of the Dept. of Transport, Ottawa. Station had previously applied for 1490 kc with 100 w, but new frequency for 1 kw transmitter is now under investigation.

Seven-Up on MBS

SEVEN-UP Co., St. Louis Stars Barney Grant and Arthur Elmer, comedians, in *The Fresh-Up Show*, starting on 240 MBS stations April 4, Wed., 8:30-9 p.m. Revolving around the boss-employe formula, program includes Annette Warren, singer, Dave Terry's orchestra and Jerry Lawrence, announcer. Agency is J. Walter Thompson Co., Chicago.

CBS Experiments For War Outlined

Annual Report Tells Network's Progress During the Year

IMPORTANT experimentation in electronics have been carried on for the Government during the war period to date by CBS, it is revealed in the annual report of the network.

Guarding carefully against release of military information, the report, signed by Paul W. Kesten executive vice-president, hints at the nature of these experiments by stating: "As to the urgent work we were able to complete successfully for the Navy, this was unusual in ways which cannot now be told. But its bearing on the future of broadcasting can be stated quite simply. Together with other secret electronic work which the CBS television laboratories have carried on for the United States Government from the outbreak of the war, it made us certain of one thing: that post-war television, simply by following in the footsteps of military electronics, could emerge at a much higher level than its prewar 'freeze'."

Of the stormy quarrel with the AFM payments to the Union for performance of musicians, over and above salaries and royalties of performers, the report states: "These demands . . . were agreed to by your company many months after they had been accepted by more than 50 recording and transcription companies—and then only after every available recourse had been exhausted."

The report revealed, also, that 54% of men of all ages who were serving the network on Dec. 7, 1941 now are in the armed forces or other government service. The network president, William S. Paley, is serving as a lieutenant colonel on Gen. Eisenhower's staff.

The report, unique in presentation, offers gatefold illustrations depicting color television as proposed by CBS standards and a black and white illustration depicting television as it is presented today.

Buy Night Time

TWO DAYTIME Italian language sponsors on WOV New York have added nighttime shows in English. Buitoni Products, New York, in addition to three Italian programs daily are now sponsoring a quarter-hour of Bing Crosby records six evenings weekly, with commercials in English for their macaroni. Bisceglia Bros. Wine Corp., New York also has a musical program, *Songs from Paradise*, six evenings a week on WOV. Ralph Weil, WOV general manager, expects other foreign language broadcasters to follow suit in expanding their market.

WBTH to NBC

WBTH Williamson, W. Va., 250 w on 1500 kc, will join Mutual April 19 as the network's 256th affiliate.

XUM

What, another kid-show? Yes. But child-talent has a habit of being good, when well-handled. In this case, affable Ed Schaughency, one of the best announcing emcees in the business, and Betty Dugan have done and continue to do a remarkable job.

The Starlets, 40 talented and singing youngsters, are Pittsburgh's favorite and most entertaining kid-show. They never fail to click, on the air, or on personal appearances. Kids forsake the streets at 9:30 every Saturday morning, to enjoy this popular half-hour.

Here is a grand round-up of children, receptive to any product-story with child-appeal. There's no better way of reaching the children who make or influence purchases, in the vast KDKA Tri-state area, than using "Starlets on Parade." Learn all about it from NBC Spot Sales.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • KEX • KYW • WBZ • WBZA • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

GOSH, FELLOWS..we didn't aim to

How to Have Fun with a Hooper

[ESPECIALLY IF YOU ARE THE BLUE NETWORK]

Rip open the envelope, and there it is. The Hooper daytime report for November.

You sit down and figure what it means. Research peers over your shoulder to make sure you don't get fancy with the figures. Research is a cold fish about figures. No imagination. If you're not careful, some one says, "That's not what the figures prove," and you're right back where you started.

However, go through the new daytime Hooper, and you come out with a scoreboard that even Research will go along with.

SCOREBOARD: QUARTER HOURS DAYTIME
Number surveyed

Blue gained listeners with 32, lost listeners or stood pat with 8.
CBS gained listeners for 20, lost or stood pat with 16.
NBC gained listeners for 24, lost or stood pat with 16.
Mutual gained with 16, lost or stood pat with 24.

This adds up to the inescapable conclusion that *Blue gained more headway on daytime shows during November than any other network.* It proves again that only a twitch of the dial separates the three great networks.

Now go back to the front page of the Hooper and see what you missed. A note that Sardi's second quarter hour with an 8.5 (first November 8 was 5.9) is the Number 1 daytime show. CAB discovered that last week, now Hooper corroborates it. And Sardi's is the only daytime show among the first ten with commercial competition on the other two major networks.

So you can see why we have such fun with the Hoopers these days. Almost every Hooper that comes along gives us a lift because it indicates how steadily and steadily we are growing—getting a stronger and stronger hold on listeners. And our clients are being shown added reasons for cuddling up to these franchises. To put it bluntly, gentlemen, the Blue is *good business,* for it gives you the opportunity to sell goods at a lower cost of distribution.

1. Hooper puts us far out ahead of NBC or CBS or MBS on weekday mornings, and from 9:00 to 10:00 P.M.* Sunday night, and in other slots during the week when we have top shows.

2. In 361 U. S. counties where 81% of drugs are sold, and 77% of food, where 74% of the radio families reside, whereas are virtually all of the nation's big city retail. Blue has 90.1% coverage. NBC beats us with 99.1% coverage But CBS is third with 89.9% coverage (all primary)

Now look at this: a nighttime half hour on the three networks bills so:

NBC	$11,996.00
CBS	$10,888.00
Blue	$ 7,413.00

See what we mean about the Blue being good business?

MORAL—IT IS SOUND POSTWAR PLANNING TO HAVE A FRANCHISE ON THE BLUE. AND A TOPNOTCH SHOW TO PUT INTO IT. YOU GET A GOOD BUY, AND YOU GET THE STILL MORE IMPORTANT ADVANTAGE OF BEING ON DECK WITH THE NETWORK THAT IS GOING PLACES

*Except in the last repeat when Fidler's time went to Jimmy F. Byrnes.

THIS IS THE *Blue* NETWORK

AMERICAN BROADCASTING COMPANY INC.

OUR AD

WCAU AD

WCAU

(CBS BASIC NETWORK AFFILIATE)

accepts the blue network's invitation to

"HAVE FUN WITH A HOOPER"

WCAU is running this ad, against the advice of CBS, its own network. Maybe CBS is right. Maybe nobody should answer the Blue Network's mirror page ad. Maybe nobody should apparently based on Hooper ratings.

But we are just a bit disgusted and are no reasons to stand idly by. We have viewed indulgently some of the Blue Network's earlier attempts to make itself, with words, what the major networks have made themselves with deeds. We admire much of the Blue's broadcast. But there's a difference between using adjectives and assuming facts, especially when the facts were misused in an attempt to show that the Blue had gone up—up—up, and that CBS had gone down. So let's "have fun with a Hooper"—

The Blue claims that it is going great guns according to Hooper—that it's "getting a stronger and stronger hold on listeners"—and (biggest whopper of all) would have you believe that its primary coverage tops that of CBS.

Let's look at the facts. Let's see what one of audience the Blue delivers to its sponsors, in comparison with CBS, as per the Blue's own bible, the Hooper report.

Is the Blue Slipping?

Now let's really "have fun with a Hooper"—with two Hoopers in fact. Let's compare the Blue ratings against Columbia, for November, with those of last June (that gives the Blue six full months to make all the progress it's been bragging about —especially in the daytime.

The fact is that the Blue has slipped from an average daytime rating of 7.0% as high as CBS's down to 6.0%. And that, worse yet, is only in Hooper cities. A lot of canny time-buyers have figured out that the Blue's total nationwide coverage is less than three-fourths as much as either major network. So when it delivers only 85% as large an audience among only three-fourths as many people (.85% of .75% = .64%)—it looks

with a player at the rate cards, as though Blue Network advertisers, even in the daytime, were spending their money at the High Priced Counter.

But that's only half of the story.

We Guess the Blue Really IS Slipping

The acid test of a network's ability to deliver profitable audiences for sponsors is when the sponsored shows compete with another sponsored show on another network—and comes out ahead.

Here's the story of what's happened to the Blue in terms of quarter-hour "firsts," during the last six months (based on all the sponsored shows that are "opposite each other" on CBS and the Blue):—

The Real Story of the Blue's 6-Month Trend in 1/4-hour "FIRSTS"

With due deference to the CBS "let-'em-stab-their-own-toe" attitude, we would like to ask this question: Isn't it time that the Blue network stopped making such shameless use of statistics? Can a national advertising medium expect to maintain fair advertising practices on its own air, among its own clients, if it doesn't maintain them in its own scramble for business?

WCAU 50,000 WATTS PHILADELPHIA, PA.

As printed in Tide Magazine, February 1, 1945

XUM

...to break anybody's heart !

ALL WE AIMED TO DO was talk about the Blue's progress. (We find competitors strangely reluctant to do it for us.)

So we wrote an ad. Headed it, "How to Have Fun with a Hooper." We kind of liked that ad, too.

We never did check its readership, but at least *one* man read it. Mr. WCAU, of the CBS WCAU'S. He got real mad and took a shot at us just when we were leaning over to file our fan mail.

The shot he took at us was an ad . . . or rather it was a well circulated layout with copy. Headline said: "WCAU accepts the Blue Network's invitation to 'Have fun with a Hooper'." People called it a "mystery ad" because it just got passed around among the boys in the back room. It never really ran.

But anyone looking at it must have gotten the idea that we at the Blue are frightful liars. We blushed a little ourselves when we read: "statistical skullduggery," "shameless misuse of figures" etc. By actual count there were nine double-barrelled, supercharged epithets before Mr. WCAU made a single definite statement of what we were supposed to have done wrong. Gosh, it was awful!

We would have spoken up sooner . . . in a friendly way, of course, but we've been pretty busy reorganizing our network, improving our program schedules, switching the whole trend of Sunday night listening, adding eight new stations, and doing a few other important things like that. We're still busy, but we guess you're entitled to know about that ad.

Well, as we were saying, CBS's Mr. WCAU was mad . . . and he broke out in a rash of adjectives for which we forgive him.

Finally, he got down to his version of what he labels, with great indignation: 'the facts"; and do you know, his facts were *absolutely right*. The catch was that he cross-bred them and got an entirely new breed of pups.

For instance . . .

WE SAID: **(in that ad we still like) The Blue has a very slight edge over CBS coverage in *561 important counties.***

But Mr. WCAU. without reminding you of what we actually said, writes: "The Blue would have you believe its primary coverage tops CBS." We wish it did, and hope someday it will, but right now we only claim *progress!*

WE SAID: **The Blue has higher *morning* ratings than any other network (and that's gospel, friend).**

But Mr. WCAU, pretending to refute our claims, picked *sponsored programs only*, added the *afternoon* for confusion, and came up with a whole new set of figures. They were accurate, too, but he can't shift the base like that and prove with his new figures we were wrong.

WE SAID: **In 1944, the Blue had more quarter-hour firsts in the *morning* than either of the two major networks.**

This time Mr. WCAU, to make us look wrong, tossed in the *afternoon*, only considered *sponsored programs*, and then threw in a brand new requirement: Our sponsored quarter hours had to be *opposite* CBS sponsored quarter hours.

Thus he kicked out 32 per cent of the programs we were talking about, and left us stunned with admiration.

WE SAID: **The Blue had better ratings between 9 *and 10 P. M. Sunday* than either of the two other major networks, and in certain other night-time periods "when we have top shows."**

But Mr. WCAU put some words into our corporate mouth that never were there, and then called us naughty names for claiming what we'd never claimed: Over-all night-time superiority. (Sure wish we had it!)

WE SAID: **The Blue is making progress, and the 1944 Hoopers prove it.**

But Mr. WCAU liked June and December better than all the months in between. So he averaged himself some Hoopers from these *two months only*, mixed them with his own guesses about Blue coverage, and came out with us going backward.

(Actually, the only thing we're backward about is charging high prices. You can still buy a bargain audience on the Blue and save $3500 on an evening half hour.)

If you aren't tired of all this by now, we are . . . tired but game, and we still kind of like that ad we ran. If Mr. Hooper hadn't put his limitation on the use of his figures (and, incidentally, his office passed *our* ad), we'd write some more.

P.S. WOULD SOMEONE CARE TO TAKE A SHOT AT THIS ONE?

The Blue was the only one of three major networks with an increase—1944 over 1943—in average Hooper rating of all daytime programs.

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING COMPANY, Inc.

Check Determines Information Desired By Agencies, Clients

ROUNDUP of what sort of station information is desired by advertisers and agencies was prepared by the Oklahoma Publishing Co. stations—WKY Oklahoma City, KLZ Denver and KVOR Colorado Springs, based on a questionnaire. With accompanying letter mailed Feb. 22, 106 advertising managers of large national concerns and 129 timebuyers of agencies selected from the combined mailing lists of the three stations gave their choice of information.

Respondents were requested to indicate 1-2-3 the "type of data which you find most helpful to you in determining station values." To prevent bias, orders of listings were rotated on the questionnaire. As of March 12, 89 replies had been received from 25 advertisers and from 64 agency executives. These 89 respondents gave their selections in order of helpfulness as follows:

TYPE OF DATA	ORDER OF IMPORTANCE First Choice	Second Choice	Third Choice	Weighted* Importance
URBAN AUDIENCE INTENSITY RATINGS from coincidental phone calls. (Hooper, C.A.B. or smaller studies in large city areas, giving actual intensity found by quarter-hours, and averages for period)	30	28	12	158
INTENSITY AND POPULARITY RATINGS & MAPS, based on personal interview. (Both "listened to most" and "heard regularly" station maps and ratings for city, village and farm for area; by counties; and by major periods of day —as Oklahoma, Iowa or Kansas studies by Dr. Whan)	20	14	22	110
POTENTIAL COVERAGE MAPS & DATA based on mailed survey. (BMB, method of showing areas where percentage of listeners tune in at least once per week)	20	8	9	84
POTENTIAL COVERAGE MAPS, based on signal strength. (Half-millivolt strength maps, based on standards of FCC and calculations by accepted engineering consultants)	11	9	10	61
COMPUTED INTENSITY OF COVERAGE MAPS, based on mailed survey. (CBS method of computing intensity of coverage from response to questionnaire mailed to listeners)	4	12	14	50
STATION POPULARITY MAPS, based on mailed survey. ("Listened to Most" station maps, based on postal card survey, such as the NBC study)	1	11	10	35
COMPUTED COVERAGE DATA & MAPS based on mail received. (Compilations of listener-mail addressed to local stations, with intensity of coverage computed)	3	4	8	25

* Weighted importance determined on basis of 3 points for first choice, 2 points for second, and 1 for third.

In addition to the tabulated returns many additional acknowledgments from advertisers were received referring us to their agencies for the information, according to the stations. Nine respondents, in addition to giving the information, gave qualifying data which is quoted here.

A New York agency executive, "My first choice would be a standardized map; second, signal strength; third, popularity. We do not say that BMB is the last word in coverage data but we do think the industry should get together on some type of data that could be used as a measurement stick for all stations."

A second New York agency timebuyer, "It seems to me that in the intensely competitive postwar period we are going to have to carefully justify many of our advertising investments. BMB measurement will certainly help us to do so even though the survey technique may not have 100% approval."

Another New York agency executive, "Half-millivolt maps are important but only if local and regional stations will disclose their restricted nighttime coverage as well as their daytime coverage. As a matter of fact, I would like to see a field strength measurement superimposed over a BMB map. I think we would then have a very sound basis for comparison."

From a Chicago agency executive, "Dr. Whan Survey is good but only covers three states."

Another Chicago timebuyer, "I rate Audience Intensity Ratings, Dr. Whan's Studies and the BMB, with adjustments to the present plan, equally useful. In general, one would be of little help without the others."

From a Chicago advertiser, "If station's coverage did not extend far beyond the home metropolitan area, the coincidental surveys would be No. 1 in importance. But if the advertising is concerned with rural coverage, some of the others might come first. I would put the BMB method rather far down the line for an individual station but it would be extremely valuable for a nationwide survey."

From a midwestern advertiser, "Dr. Whan's Intensity and Popularity Ratings and Potential Coverage Maps, based on FCC, are enough."

From a Minneapolis advertiser, "We have not included BMB in our first three since we have had virtually no experience with it. In our opinion, usefulness of this type of survey will depend on how the tabulation is handled, how detailed the information is and how much of the information will be released to advertisers."

From a second Minneapolis advertiser, "Dr. Whan's Intensity and Popularity Ratings interesting and informative but not in large enough use to allow comparisons."

PALAU POLL
GI's Vote Own Shows High in Ratings

GI LISTENERS to Radio Palau, Armed Forces Radio Service station in the Caroline Islands, selected some locally produced shows among the top spots in their preference list, choosing them over Benny, Allen and other high raters. First place went to *Hit Parade*, followed by Bob Hope and *Command Performance*, the latter a special overseas request show produced by the AFRS.

Shows produced and originated by Radio Palau staff nudged into the top four with *Club Pacifician* and *Boondock Barney* in fourth and fifth places, respectively. *Club Pacifican* is the brain child of Sgt. Bill Landrum, former announcer-engineer of WIBC Indianapolis.

CBC FM Hearing

FM applications will be heard at the April 9 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. It is understood a number of private station operators applying for FM licenses may appear at this hearing. No commercial FM licenses have been granted yet in Canada, and only a few experimental ones have been issued. The CBC itself has plans for starting FM stations at Toronto and Montreal as soon as equipment is available, and private stations expect to be enabled to do likewise after the next CBC board of governors meeting.

Brazilian Radiophone

DESCRIBED as a major step toward achievement of the national radiotelephone network for Brazil authorized last year by President Vargas, radiotelephone service was opened March 22 linking the public telephone systems of Recife, Baia, and Natal with recently opened circuits between Rio de Janeiro, Porto Algre and Curitba. Announcement came from International Telephone & Telegraph Corp., New York, which engineered the move.

More Fitzgerald Sponsors

ADDITIONAL sponsors following *The Fitzgeralds*, when the participation program shifts from WOR New York to WJZ New York [BROADCASTING, March 19] include Hanscom Baking Corp., Long Island City, N. Y. through Ehrlich & Neuwirth, New York, and Isbrandtsen-Moller Inc., New York, for 26 Coffee, through Cowan & Dengler, New York. Latter advertiser may expand its campaign to Albany and Syracuse markets. New sponsors for *The Fitzgeralds*, include J. A. Wright Co., for Wright Silver Cream through Charles W. Hoyt Co., New York. House of Herbs, Canaan, Conn., has signed a 52-week contract through Erwin Wasey & Co., New York, and Dorsay Products, New York, for Earring Grips and Nos-Ease, for 52 weeks through Sternfield-Godley Inc., New York.

Hanrahan, Smith Given Decorations

Broadcasters Are Honored For Action in War Theatres

TWO BROADCASTERS now in the armed forces—Lt. Col. James C. Hanrahan, on leave as executive vice-president of Scripps-Howard Radio Inc., and Maj. Joseph L. Smith Jr., owner of WJLS Beckley, W. Va., and part owner of WKWK Wheeling—have been decorated for meritorious conduct in the war theatres.

Col. Hanrahan, who is with Allied Military Government in the European theatre, has been awarded the Bronze Star "for distinguish-

Col. Hanrahan

Maj. Smith

ing himself by meritorious service in connection with military operations against the enemy of the United States". He also was awarded the Purple Heart for injuries to an arm on the occasion which won him the citation. Col. Hanrahan, on active duty for the past three years headquartered at WMPS Memphis Scripps-Howard station, and at the same time served as executive vice president of the operation.

Maj. Smith, son of former Rep Joe L. Smith, was awarded the *Croix de Guerre* by the French Government for his part in the liberation of France. The order was signed by Gen. Charles de Gaulle president of the French Republic and the medal was presented at a decoration ceremony at headquarters of the 12th Army Group. Maj Smith is chief of the Plans & Operations Branch, Publicity & Psychological Warfare Section, at Gen Omar N. Bradley's headquarters. He joined the headquarters in England and was responsible for much of the planning and operations of his section in the invasion of France.

Maj. Smith, an infantry officer entered active service on Oct. 2 1941. After a year with the War Dept. Public Relations Bureau in Washington, he was assigned to the Public Relations Sections, ETO, in May 1943. He is a graduate of the Command & General Staff School Fort Leavenworth.

Russian Pickup

THE Patriarch of Russia, of the Russian Orthodox Church, Metropolitan Alexie, was to be heard on NBC last Saturday in what was said to be the first religious service to be broadcast from the USSR to this country. Alexie's special message, delivered in Russian, was to be translated by Robert Magidoff NBC's Moscow representative, with a chorus presenting Easter songs.

A COWBOY, A TRUCK *and a* WHEELBARROW!

WWVA listeners know him as Big Slim, the Lone Cowboy and just how well they know him sometimes amazes even us who think we understand the friendly tempo of WWVA's humanized broadcasting.

The story is this:

During one of his appealing, informal broadcasts, Big Slim mentioned in his typical WWVA friendly manner that he would like to get a wheelbarrow of letters. A listener took up the suggestion and in came a hand-made wheelbarrow addressed to him.

In acknowledging this friendly listener gesture, Big Slim just hinted that maybe someone would consider a truck-load of letters. Lo! and behold, in came a hand-made truck for him!

Big Slim, the Wheelbarrow and the Truck, are pictured above. To us, they tell a close-in, friendly story of why WWVA is one of the world's better radio stations. They tell, in a dramatic and compelling manner, of an audience famous for its loyalty and devotion to a radio station and its entertainers that is astounding.

Ask a JOHN BLAIR MAN

BASIC BLUE NETWORK

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

PROMOTION

Perfume Included

BOTTLE of Prince Matchabelli perfume attached to placard headed "Sample My Wares" has been distributed to some 50 New York radio editors and agency radio departments as the first in a series of promotion pieces in behalf of Arthur Gary, NBC staff announcer. First piece calls attention to Mr. Gary's delivery of commercials on Prince Matchabelli Inc. "Stradivari Program" on NBC until April 8 when program shifts to CBS.

WSM Color Program Schedule

NEW WSM Nashville program release features on the cover a mountain scene printed in color. In the foreground is a fully blooming mountain laurel backed up by spruce and overlooking a valley with the typical blue Smoky Mountain haze. The caption "Good Morning, Gentlemen: It's Spring Down South!" appears on the cover along with reminder that "folks are busy buying!"

Christmas Club Report

FORTY-EIGHT page illustrated financial report on the $85,318.89 donated to the Prairie Farmer-WLS Chicago Neighbors Club since its founding in 1935, was distributed last week to the club contributors. Booklet contains 29 photographs and two maps showing the distribution of the gifts. All club administrative costs are paid by Prairie Farmer-WLS.

KMOX Folder

TO SHOW that the country folks of the Mississippi Valley region "play an important part in the scheme of things" and how Farm Director Ted Mangner furnishes them daily with a "multitude of farm news, trends and helpful suggestions", KMOX St. Louis has distributed a folder and letter announcing sponsorship availability of the "Ted Mangner Program".

McClatchy Promotion Dept.

NEW PROMOTION department to serve the McClatchy Broadcasting Co. and McClatchy newspapers of California has been formed with Everet S. Peterson and Bradley Riter, McClatchy veterans, on the staff. Mr. Peterson has been engraving manager for the Sacramento Bee and job printing plant manager for the newspapers. Mr. Riter was promotion editor for the Bee.

CBS Contest Winner

WINNER of the CBS caricature contest was Corp. Herbert A. Writer 'USMC' who received a $500 War Bond from Carl J. Burkland, manager of WTOP Washington. Contest was conducted last fall over all CBS stations. Over 1,100 drawings were turned in to WTOP after entrants were furnished with a sheet containing 60 drawings of CBS stars and program ideas.

Limerick Contest

WHN New York is conducting a limerick contest on its "Gloom Dodgers" program in connection with the new GI wail, "Oh, My Achin' Back", written by Morey Amsterdam, co-m.c. of the show, who also wrote "Rum and Coca-Cola". Five best verses will be aired weekly and winners will receive passes to a Manhattan theatre.

KROS Club News Series

FIVE-MINUTE news survey is presented by a member of KROS Clinton, Ia. at each civic club meeting in the KROS area. The summary is easily inserted into the regular business session of the organization without interfering with the club program. Service has received considerable favor and has been offered by KROS since opening of the station in 1941.

Song for Gambling

FEATURING John Gambling's 20th anniversary show on WOR New York is the ballad "He Was Just a Gambling Man", written by WOR staff members. The station's claim of "more morning listeners" than are enjoyed by any other New York station is credited in part to the Gambling show.

WIBG Awards

WIBG Philadelphia has presented awards to high school basketball champion teams from six schools in the suburban league and one in Philadelphia.

WLW in Morale Movie

MOTION PICTURE Unit of the U. S. Army Signal Corps has taken pictures at WLW Cincinnati to be used in an Army morale film titled "Report From Ohio" which will go to troops throughout the world. James Cassidy, WLW war correspondent, recently returned from overseas, is narrator.

Sales Idea Sheet

MUTUAL has released the first in a series of bulletins designed to help MBS stations sell and keep sold network cooperative programs. Titled the Mutual-Coop, sheet will be issued at irregular intervals and will include items on successful sales and sponsor experience with MBS programs.

WAYS Newspaper

FIRST edition of WAYS Charlotte house organ "On the Air" was published last month coincident with the third anniversary of the station. Special promotion for programs during the next year will make use of card displays on buses in Charlotte and neighboring cities.

Hallicrafters Booklet

EIGHT-page 10 x 10 promotion booklet colored in red, white and blue has been released to 10,000 dealers and distibutors of Hallicrafters Co., Chicago, in connection with their half hour show "America Unlimited", to be broadcast over WGN Chicago April 2.

KSD Brochure

SPIRAL bound brochure on KSD and the St. Louis area has been distributed by the station. Coverage and other maps; facts on population and standards of living; retail sales data; information on personalities and program coverage are highlighted in the booklet.

Market Research Book

BOOKLET issued by Abbott Kimball Co., N. Y., called "Market Research, the Scientific Approach to Advertising", explains that marketing research makes possible the formulation of plans and policies and the building of advertising campaigns on the basis of known facts.

Sports Reports

WHOM Jersey City promotes daily reports by sportscaster Joe Cummiskey in a folder illustrated with sports news shots. Cover bears a picture of Mr. Cummiskey, pointing to the reader and asking "Do You Want to Hear Some Plain Talk?".

WSPA Bookmark

BOOKMARK containing reprint of a newspaper story concerning the industrial and production wealth of the Spartansburg, S. C. locality, is being distributed by WSPA Spartanburg. Mark is made for use in Standard Rate & Data.

Tele Color Chart

RKO Television Corp. has developed a new video color chart which shows on a monitor screen how colors will appear on home receivers. Chart has been installed at WABD, DuMont television station, New York.

AMP Pamphlet

ASSOCIATED MUSIC PUBLISHERS, New York, is distributing "A Brief Survey of Catalogs Controlled for Radio by AMP", a pamphlet summarizing the musical material offered by each of 17 publishers.

Good Score Card

COMPARING golfers who use the same course constantly to sponsors who sell over WIP Philadelphia consistently, a folder on WIP states its "sales 'score card' must look mighty good", and urges sponsors to take availabilities.

WHBQ Trade Ad Folder

SERIES of trade paper advertisements of WHBQ Memphis has been presented in brochure form and is titled "A Reminder that there are more reasons for using WHBQ than any other Memphis station".

Pep Offer

KELLOGG Co. (Pep) Battle Creek, Mich., sponsors of "Superman", five-weekly on Mutual, will offer listeners a "Walky-Talky" which really functions.

Video Promotion

ADMIRAL CORP., Chicago, electronics and appliance manufacturers, and television station WBKB Chicago have concluded a joint agreement to further television development in Chicago it was announced by Elmer C. Upton, managing director of the station and by Richard A. Graver, vice-president of Admiral, in charge of the radio division. Manufacturer will use station as a proving ground for equipment.

Admiral starting April 3 will sponsor telecasts for two evenings a week. Shows will be used to demonstrate television fundamentals to retail dealers. When sets are made by Admiral again, plan calls for telecasts to be shown by dealers in local stores (via the sets) to customers.

WOR RECORDING division has entered the transcribed syndicated program field with the release of "The Sealed Book", half-hour mystery series, by David Kogan and Bob Arthur. First sponsor on WOR is John Surrey Ltd.

PLUG FOR A PENNY was what this recent programming conference was all about, as sponsor and agency executives met to supervise transcribing of *Rexall Review*. Quarter-hour transcriptions utilizing topflight Hollywood talent, will be used on more than 200 stations to promote national Rexall one-cent sale from April 29 through May 5. Getting down to business (l to r) are Phil Cohan, producer-director of N. W. Ayer & Son, agency servicing United Drug Co. (Rexall) account; Sam Hartford, advertising executive of United Drug Co. and Arthur White, agency New York account executive.

PROGRAMS

Religious Series From WRVA

SERIES of "Presbyterian Hour" broadcasts originates 8:30-9 a.m. Sunday from WRVA Richmond April 1 through June 24. Leading Presbyterian ministers of the South conduct the services heard on 12 southern stations. Music is by "Presbyterian Hour" quartet. Stations scheduled to carry the series are WRVA, WDBJ Roanoke, Va.; WINX Washington; WPTF Raleigh, WBIG Greensboro, WSOC Charlotte, WWNC Asheville and WSJS Winston-Salem, N. C.; WIS Columbia, WSPA Spartanburg, and WTMA Charleston, S. C., and WJAX Jacksonville, Fla.

New Children's Programs

WNEW New York will have a continuous 35-minute Sunday morning period for children beginning April 8 with start of "Books Bring Adventures", quarter-hour to be followed by five minutes of news for juvenile listeners. Station's regular "Red Robin Playhouse" precedes the book series. "Books Bring Adventures" is a series prepared by the Junior League of America and will run for 13 weeks, dramatizing children's books selected by a special board of judges.

Forum on World Peace

TO PROMOTE public understanding of the factors bearing on a permanent world peace, WJBK Detroit has started a weekly half-hour Saturday afternoon program presenting discussions on controversial issues by authorities. Opening program March 24 featured opposing groups among Polish-Americans on the Crimean Pact. Both Polish and English will be used in the series.

Sunday Concert Soloists

OVER 500 amateur singers have entered the vocal competition of the first annual Philadelphia Music Festival to be held June 1. Auditioning is held in the studios of KYW Philadelphia. From the entries 25 will be chosen as soloists for a series of six Sunday concerts, 1-1:30 p.m., to be aired by KYW beginning April 22.

Service Interviews

NEW quarter-hour interview program is now aired weekly by CKSF Cornwall, Ont. titled "Welcome From Overseas" and featuring local servicemen and women just returned from overseas. Program is designed to assist to reestablish the veterans in civilian life.

Service News

WMJM Cordele, Ga. will use it's frequency check period to broadcast hometown news for men in service. Relatives are asked to tell servicemen of the special broadcast at 3:30 a.m.

Children's Series

CBS is building a half-hour children's period in the Monday through Friday 5:30-6 p.m. spot. A western series "Cimmaron Tavern" will be heard in the fin quarter-hour segment beginning Apr 9 replacing "Terry Allen". Felix Hol who is leaving WXYZ Detroit as pro gram director, will write the program "Wilderness Road", a juvenile serie may be replaced by a new series "Spa row & the Hawk", with action cente ing around civic improvement project aviation and other modern themes.

WPTF Welfare Series

PUBLIC WELFARE emphasis by WPT Raleigh in 1945 is featured in a new 5 week series of Community Counc broadcasts under title "Inside Story The program for first 13 weeks wi deal with services by social welfa agencies.

Long-Distance Basketball

VIA direct wire from Madison Squa Garden, New York, KOMA Oklahom City broadcast last Tuesday the baske ball game between the Oklahoma Aggi and New York U. in the finals of t National Collegiate Athletic Assn. Eas West championship match.

Correspondents Forum

A WASHINGTON correspondents foru on the United Nations' San Francis meeting and its significance is bei sponsored by the Advertising Club Akron coast-to-coast on the Blue Ne work Tuesday, 9-9:30 p.m. EWT. T program will originate in Akron.

Veterans on KNX

WITH VETERANS as members of t show's cast each week, "Welcome Hom has been started on KNX Hollywo and is designed to aid rehabilitation servicemen.

Amateur Announcers

AMATEURS have their chance at broa casting on the new WHBQ Memph weekly program "So You Want to Be Announcer". Three contestants appe on the show each week.

Relief Aid Series

WOV New York is broadcasting "R port to the Community," weekly te minute Italian-language talk design to aid the American Relief for Ita campaign.

Old West Series

ROMANCE of the old West as told history, the motion pictures and t stories, is basis for "Western Theatre the Air" which has started on CBS P cific stations.

XUM

Meet Our New GENERAL MANAGER!

The Board of Directors of KFAB on April 1st announced the appointment of Harry Burke, formerly of WOW at Omaha, as the new general manager of KFAB with executive offices in Omaha.

Harry Burke, KFAB's new general manager, brings a wealth of radio experience to KFAB. Starting his radio career at WJAG, Norfolk, Nebraska, Harry has been associated with WOW at Omaha for the past 13 years. He has served as program director, sales manager, and assistant general manager of that organization.

For 17 years Harry has been working and living with the people who make up the Midwestern radio audience. Under his able supervision, KFAB will continue to render the same fine services to the people living in the vast 200 county area served by the BIG FARMER STATION.

"The BIG Farmer of the Central States"

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY

Pollock Tells How Radio Men Bring War Home to U. S. in Spite of Risks

MAJ. BOB POLLOCK, chief of radio, SHAEF Public Relations, last week told BROADCASTING of the tremendous risks Army radio men are taking across the Rhine in Germany, in France, in Italy and all over the European theatre in order to bring the war home to the American people. In the States for a brief leave, the former WSB Atlanta director of special events has already returned to Paris.

"The men are going in the center of the action," he said, "many of them broadcasting direct from mobile transmitters at the front. Others send their wire recordings to SHAEF where they are beamed from the Paris studios. One of our men, Capt. Ted Bergmann, formerly of NBC, was on the lead plane of the Allied airborne invasion of Germany with his wire recorder. This was the recording heard Sunday, the 25th on the *Army Hour*."

Difficulties Tremendous

As an example of the difficulties under which they work, Maj. Pollock cited Capt. Don Witty, another ex-NBC man, who with Capt. Bob Hibbard of WGN Chicago, worked for ten hours during air and ground bombardment of Ft. Driant, guarding the stronghold of Metz, to get a wire recording for the *Army Hour*. "Everything happened," the major said. "Generator went dead, the recorder wouldn't work, and shells were dropping all around him. But somehow, the recording went on the air on schedule the following Sunday."

The biggest recording operation of SHAEF radio public relations, according to Maj. Pollock, is the "Hometowners" series. Over 2,000 discs a month are sent to stations throughout the U. S., featuring individual interviews with G.I.'s in the European theatre. From the front lines, rest camps, service units near the front, the Army radio men send back to SHAEF the interviews on wire recording spools. The radio staff at Paris headquarters dubs them on the discs and mails them to stations selected on a rotation basis for cities having more than one station.

SHAEF studios are located in the Hotel Scribe in Paris, and operate under the direction of Col. Ralph, head of the Communications Branch, SHAEF. Several voice circuits to the U. S. are used, including Signal Corps, Mackay, and Press Wireless. There are also land lines from there to London. The studios are at the disposal of all correspondents in the theatre.

Coordinates Officers

Maj. Pollock handles the European portion of the *Army Hour* in addition to his other duties including coordinating work of the radio officers attached to the armies in ETO. Lt. Col. Howard Nussbaum, NBC, is radio officer for the Twelfth Army Group. Under him are: Capt. Don Witty, NBC, First Army; Capt. Bob Hibbard, WGN Chicago, Third Army; Lt. George Fuller, NBC, Ninth Army; Lt. Jack Hanssen, Third Army.

Capt. Carl Zimmerman, WEMP Milwaukee, is radio officer with the Sixth Army Group, working with Sgt. Jay McMullen, Princeton U. station; Sgt. Wallace Irwin Jr. This unit has been in operation since the North African operations.

Maj. Pollock joined the Army in August 1941 as a second lieutenant. He went overseas in 1943, and has been with SHAEF since October 1944.

Parker Buying Time

PARKER WATCH Co., New York, as part of a projected national campaign for Parker watches, has purchased time on WJJD Chicago and WDGY Minneapolis. Chicago contract, effective April 15 for 52 weeks, calls for 4,441 day announcements, and 1,006 night spots, broadcast every hour on the half-hour Monday through Sunday. Contract with WDGY calls for 36 time signals weekly for 52-weeks beginning April 16. Expansion of campaign will continue with purchases in other primary areas, according to Sterling Adv., New York.

WAC Thanks WABC

WABC NEW YORK and its leading woman commentator, Margaret Arlen, won highest praise from the Civilian Advisory Committee of WAC, Second Service Command, for work in recruiting enlistees in the newly-commissioned WAC medical unit, the Gen. Theodore Roosevelt Jr. company. Within one month's time appeals for WAC recruits were made on 52 station break announcements, 25 Margaret Arlen programs, one special dramatic show and in five guest appearances on other programs. A record number of applications for the WAC, 90 more than during the landslide month immediately after D-Day were received. On March 7, 452 young women were sworn into the company at a special ceremony in the CBS-WABC Playhouse 4, with Mrs. Theodore Roosevelt Jr., Col. Oveta Culp Hobby and Brig. Gen. Sumner Waite present.

Beaumont has money to spend NOW! LATER!

Approximately $864,000 is paid out WEEKLY in Beaumont to industrial workers alone. Yes, they are spending some of it now, and they're saving some of it to spend LATER. Shipbuilding, oil, and synthetic rubber plants are topping activity in this phenominal market now. And there's plenty of evidence to show this is a stabilized market for post war—(ask for copy of Committee for Economic Development Survey on Beaumont).

KFDM is your standout major network station which gives you full coverage and penetration of the rich Sabine area.

KFDM
BEAUMONT, TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE "MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections

BLUE NETWORK
American Broadcasting Co., Inc.

TAYLOR HOWE-SNOWDEN
Radio Sales

TO THE WINNERS—

Our Congratulations

● Stations WKY and KLZ bow in esteem to the ten other stations cited by Variety for 1944 Showmanagement awards and particularly to WLS, Chicago, and WSB, Atlanta, with which WKY shared honors for outstanding service to farmers, a distinction in itself.

TO WKY AND KLZ LISTENERS AND SPONSORS—

Our Pledge

● The showmanagement activities of KLZ and WKY during 1944 to which Variety has given acknowledgment have not been isolated spurts. Despite the accomplishments of 1944, both WKY and KLZ are conscious of still great obligations in the future. These stations accept their challenge and pledge their thinking, their facilities and their resources to continuing to serve listeners and advertisers "beyond the call of duty."

—AND TO VARIETY OUR SINCERE APPRECIATION

WKY • OKLAHOMA CITY
KLZ • DENVER

1944 VARIETY SHOWMANAGEMENT CITATION

Helping the Farmer Fight this War And Win It

WKY

OKLAHOMA CITY

● Less than a year ago, when WKY's farm service department was organized under the fulltime direction of Edd Lemons, long a leader in Oklahoma farm affairs, the promise was made that this department was "being geared to render a service without a peer or parallel both in scope and practical usefulness." Variety's recognition of WKY's service to farmers "beyond the call of duty" is evidence that this pledge has been kept. It is evidence, furthermore, that the Credo of the WKY Farm Reporter has become a program of action: "To contribute to the security of life on the farm; to the advancement of the science of farming; to the social and economic advancement of our farmers; to the conservation of the soil resources of our state; and to the proper utilization of its fertility."

The "extra step" WKY took in its service to farm listeners was only one of many extra steps WKY takes continuously to serve every segment of its huge audience, every phase of community interest.

As Variety puts it: "Even a 'Variety' tenderfoot can understand WKY's part in the life of its community. It's as sharply branded as any prize Oklahoma steer."

RADIO SCREEN MUSIC STAGE

VARIETY

SHOWMANAGEMENT AT WAR

1944 VARIETY SHOWMANAGEMENT CITATION

Outstanding Program Origination

KLZ

DENVER

● "The inertia that envelops too many network stations," said Variety in its 1944 Showmanagement Citations, "particularly in these war days when alibis can be pulled out as easily as recordings, is not evident at KLZ. KLZ could have done its job the easy way, drawing almost exclusively upon the CBS program output.

"But when KLZ mapped out its wartime operation many months ago it was determined to make its local programming a stand-out feature. KLZ not only made the promise but came through with the performance.

"In almost every category, KLZ home-made thinking, writing and production asserted itself."

KLZ's accent on local programming, on doing a network-quality job on local programs of specialized interest and service has brought it numerous other citations, both local and national. Variety's award, one of the most coveted in the industry, is the tenth significant award which has come to KLZ since 1940, in the fields of programming, publicity, public relations and merchandising.

Greatest of all rewards, however, is the ever-growing majority esteem and loyalty of Denver region listeners.

SHOWMANAGEMENT

A Family Trait

"THE EXTRA STEPS MAKE THE DIFFERENCE"

● There is deep significance in the fact that stations WKY and KLZ, affiliated in management, were two of the 12 stations singled out by Variety from among the nation's 900-odd radio stations for plaque awards in its 12th annual Survey of Showmanagement.

It is recognition by an authority of unquestioned prestige of the showmanagement know-how behind these stations. It points out a fundamental characteristic, a family trait, common to all properties and affiliates of the Oklahoma Publishing Company which make them landmarks in their communities.

Doing an inventive, ingenious and aggressive job, day after day, week after week, year after year . . . using their heads, hearts and facilities to serve the people . . . taking the extra steps beyond the call of duty . . . these things are routine at KLZ and WKY, things which add up to noteworthy showmanagement.

Recognition by Variety, however, would be empty without the supporting vote of listeners in the areas served by WKY and KLZ. Fortunately, there is overwhelming evidence that the cumulative effect of this type of operation has established these stations as top favorites in the esteem of their listeners. This type of operation has paid off in many ways, not the least of which is the way it pays off for WKY and KLZ advertisers.

KLZ • DENVER

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY

THE KATZ AGENCY, NATIONAL REPRESENTATIVE

McCormick Named GOP Radio Chief

Job Is Given Fulltime Status; Bacher Chosen as Aide

APPOINTMENT of John McCormick, former NBC Chicago account executive and onetime general manager of WKRC Cincinnati, as radio director of the Republican National Committee was announced last week by Herbert Brownell Jr., GOP national chairman.

Mr. McCormick

At a news conference Tuesday at Washington's Statler Hotel, following an all-day meeting of the Republican executive committee, Mr. Brownell disclosed that a $750,000 budget for the remaining nine months of 1945 had been approved. That money will be divided between radio, publicity, research and field organization work, he said.

The GOP National Committee does not plan to buy radio time; neither does it contemplate the purchase of newspaper space, he said. "We plan to see that we get our fair share of free time," he added.

Bacher to Assist

Mr. Brownell also announced the appointment of Edward L. Bacher, Washington, formerly with the U. S. Chamber of Commerce, as his executive assistant. Mr. McCormick, who resigned March 15 from NBC to accept the GOP post, becomes the first radio director appointed by the National Committee on a year-round basis. During the last campaign Henry R. Turnbull, chairman of the plan committee, Duane Jones Co., New York, served as radio director, sharing responsibilities with Wells (Ted) Church.

Mr. McCormick began his radio career in 1929 as announcer at WGBS New York (now WINS), later becoming program director. In September 1934 he joined WKRC, then a CBS-owned station, as production manager, was made assistant manager in 1935 and on May 15, 1937, was appointed general manager. A year later he was transferred to WCCO Minneapolis, also a CBS-owned station, as assistant general manager. He later became account executive of NBC Chicago.

In addition to Mr. Bacher and Mr. McCormick, the Committee will name a fulltime publicity director shortly, according to Mr. Brownell. Since the election last fall, Leland K. Chesley, former news editor of KWK St. Louis, had been acting publicity chief until he resigned early this month.

Former Sen. John A. Danaher (R-Conn.) has been named Congressional Aide of the National Committee, with headquarters in Washington, to serve as liaison with Republican leaders in Congress.

EFFECTIVE PUBLIC SERVICE through citywide cooperation is handled by the three Rochester stations WHAM WHEC WSAY through the Rochester Radio Committee. The group is comprised of two representatives from each station, excluding management, and handles all civic, semi-civic, professional, patriotic, charitable and other public service campaigns. A chairman is elected from this group to serve three months and all requests for time are channeled to him. He presents the picture to the group which either accepts and draws up plans for the three stations to cooperate or rejects the project if analysis determines it is not of interest to the community. Front row (l to r): Charles Siverson, WHAM program manager; Ken Sparnon, WHEC musical director and committee chairman; Elmer Walz, WSAY commercial manager. Back row: Harlan Evans, WSAY public relations director; Jack Kennedy, WHAM commercial manager, and William J. Adams, WHEC program manager. Mr. Adams is secretary-treasurer for the Rochester Radio Committee.

Radio Gave Over $161,000,000 To War Messages During 1944

STATIONS, networks and advertisers contributed $161,752,000 in time and talent for war messages during 1944, NAB estimated last week in accordance with the formula adopted by the media committee of the War Advertising Council. The figure represents an 8% increase over the volume of 1943 messages.

NAB explained that the tabulations were made from records kept by stations and networks for the second half of the year together with an estimate for the first half which was based on the WAC formula. Gross rates were used and announcements carried within the framework of programs were assigned a value "in proportion to the percentage relationship of war message length to the NAB Code stipulation on the length of commercial copy".

Radio advertisers accounted for $64,000,000 of the total time contributions during 1944, with stations and networks donating $78,000,000. Value of performers' services was estimated at approximately $20,000,000.

To promote the sale of war bonds, the Treasury Dept. received the largest radio support, valued at $43,352,000. Next was War Food Administration and Dept. of Agriculture with $15,567,000. War, Navy, WPB, War Manpower Commission, OPA, Red Cross, War Shipping Administration, Office of Economic Stabilization, National War Fund and Office of Defense Transportation received services ranging from $1,000,000 to $12,000,000.

Formula for computing the value of radio time and talent devoted to war themes was approved unanimously last July by directors of the WAC as a result of recommendations of a committee of representatives of the four major media trade associations, with J. Harold Ryan, NAB president, representing radio [BROADCASTING, July 31].

WEEU, WRJN Join Blue

WEEU Reading, 1,000 w on 850 kc, daytime only, leaves NBC to join the Blue Network June 15. WRJN Racine, 250 w on 1400 kc fulltime, also will join the Blue on that date, transferring its affiliation from Mutual.

NBC-NORTHWESTERN INSTITUTE JUNE 25

FOURTH annual NBC-Northwestern University Summer Radio Institute courses will start June 25 until August 25, it was announced by Judith Waller, public service director of NBC central division.

Nine-week period will include eleven courses, carrying full university credit. Enrollment will be limited to 100. Two new subjects, Music for Radio and Radio Dramatic Production, will be conducted by Dr. Roy Shield, music director of NBC central division and Albert Crews, NBC production director.

Other courses to be offered at the Institute and their instructors are:

Introduction to Radio, Miss Waller and guest lecturers; Control Room Techniques, Beverly Fredendall, NBC; News and Broadcasting, John Thompson and Baskett Mosse, NBC; Program planning and Building, Homer Heck, NBC; Radio Speech and Radio Announcing, Paul Knight, Chicago Speech Correction Society, and Louis Roen, NBC; Radio Dramatic Writing and Radio Continuity, William Murphy and Myron Golden, NBC; Radio Sales and Promotion and Publicity, Lou Tilden, Jack Ryan and Emmons Carlson, NBC; Teaching of Radio, and Utilization of Radio, David Hefferman, assistant superintendent of schools for Cook County, Ill.

Tuition fee will be $100 plus incidentals. Laboratory classes will be held at NBC studios in Chicago, while lectures will be conducted on the Northwestern Campus at Evanston, Ill.

Cleveland Council Makes Study of Commercials

NINE questions about commercials are being asked in 10,000 questionnaires being distributed by the Radio Council of Greater Cleveland which now includes 110 civic groups representing approximately 100,000 women.

Opinions on the singing commercial and middle commercial are asked. Questionnaires are to be returned by April 26 for tabulation by Mrs. John A. Becker, head of public relations, and a special committee. Results will be ready in May and will be sent to networks and advertising agencies.

Goebel Sponsors Tigers

GOEBEL BREWING Co. will sponsor broadcasting games of the Detroit Tigers for the third year. Harry Heilmann, ex-Tiger star, will announce the games over WJLB Detroit and the Michigan network including WLOU WCAR WFDF WBCM WJIM WLAV WOOD WELL WIBM WKBZ WSOO WTCM WHLS WDBC WDMJ WKLA. Agency is Brooke, Smith, French & Dorrance, Detroit.

B. & W. Sponsors

BROWN & WILLIAMSON Tobacco Corp., Louisville, makers of Raleigh cigarettes, will replace its Hildegarde *Raleigh Room* program on NBC Tuesday, 10:30-11 p.m., with a summer program featuring Sigmund Romberg as conductor of a 45-piece orchestra with weekly guests soloists. Originating in New York, the first in the series of 13 programs will be June 12. Agency is Russel M. Seeds Co., Chicago.

INCREASING shortage of parts may cause Swiss broadcasting stations to reduce hours. Most equipment was imported before the war.

XUM

FEDERAL KNOWS FM

You have to *know* to design for quality . . . efficiency . . . reliability.

In FM equipment these factors are vitally important and can only result from proved ability.

You will find this ability at Federal — whose engineer-specialists *know* FM.

Federal's broadcast equipment has earned an enviable reputation . . . the end result of a long list of impressive achievements. It was Federal's engineers who contributed their knowledge to the development of the "Micro-ray", the forerunner of modern high-frequency technique.

This pool of research and development experience, working in the same tradition of perfection, is now responsible for Federal's FM equipment — the ultimate in modern engineering design.

Look to Federal for complete FM installations . . . antennas, cables, transmitters, transformers, vacuum tubes . . . all backed by Federal's name . . . the name that stands for the best in broadcast equipment.

FEDERAL TELEPHONE & RADIO — FTR

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

Regional Group Stations Sales Up 28% Over '43, FCC Reports

Second Revenue Compilation Finds Earnings Over Seventy Million; Other Breakdowns to Follow

IN ITS SECOND compilation of station revenues by categories during 1944, the FCC has announced that 191 of the country's 225 standard broadcast stations in the so-called regional group (5,000 to 20,000 w) realized net time sales of $71,268,000, an increase of $15,581,000 or 28% over 1943. The remaining 31 stations did not file reports. All of the stations, said the FCC, reported increases in net time sales, ranging from some $5,000 up to $375,000 above 1943 figures.

The regional station gain of 28% compared with the increase of approximately 20% shown by 52 stations operating in the 50,000 w category in 1943 [BROADCASTING, Feb. 26].

The FCC accounting department also is preparing breakdowns for stations in the low power regional category of 1,000 to 2,500 w; the local class, 250 to 500 w and the low power local category from 100 to 200 w. These will be released later.

The FCC announcement on 5 to 20 kw stations follows in full:

Net time sales for 1944 by 191 of the Nation's 225 standard broadcast stations (209 commercial and 16 non-commercial) operating with power of 5 to 20 kilowatts, totaled $71,268,000, an increase of $15,581,000 or 28 per cent, over 1943.

All of these stations reported increases in their net time sales; 20 reported increases of $150,000 to $374,700; 26 of $100,000 to $150,000; 39 of $75,000 to $100,000; 55 to $50,000 to $75,000; 40 of $25,000 to $50,000; and 11 of $5,711 to $25,000.

One hundred and eighty-one of the 209 commercial stations serve as outlets for the four major networks, as compared to 152 stations for the year 1943, or an increase of 16 per cent, as follows: Blue, 37 stations; CBS, 61; Mutual, 24; NBC, 51; Blue and Columbia, 1; Blue and Mutual, 5; and Columbia and Mutual, 2.

Ten of the 225 stations in this category are owned or controlled by networks, as follows: Blue Network (American Broadcasting Co.), 2 stations; CBS, 1; NBC, 1; Yankee Network, 4, and Don Lee Broadcasting System, 2.

The licensees of 155 of these 225 stations, or the companies owning or controlling them, are engaged in other businesses, as follows: Publishing, 66 stations; Manufacturing, 12; Stores, etc., 13; Educational, 19; Insurance, 4; Religious, 2; Theatres, 3; Labor organizations, 1; and various other businesses, 25 stations.

Two hundred and seventeen of these stations are located in 44 States (Nevada, New Mexico, Vermont and Wyoming excepted); 1 each in Alaska and Hawaii; 2 in the District of Columbia; and 4 in Puerto Rico. They are located in the States as follows: Alabama, 4; Arizona, 1; Arkansas, 4; California, 16; Colorado, 3; Connecticut, 2; Delaware, 1; Florida, 10; Georgia 5; Idaho, 1; Illinois, 9; Indiana, 7; Iowa, 9; Kansas, 5; Kentucky, 1; Louisiana, 3; Maine, 3; Maryland, 2; Massachusetts, 7; Michigan, 5; Minnesota, 5; Mississippi, 1; Missouri, 10; Montana, 4; Nebraska, 3; New Hampshire, 3; New Jersey, 1; New York, 12; North Carolina, 3; North Dakota, 2; Ohio, 13; Oklahoma, 3; Oregon, 6; Pennsylvania, 5; Rhode Island, 3; South Carolina, 3; South Dakota, 3; Tennessee, 6; Texas, 8; Utah, 3; Virginia, 4; Washington, 9; West Virginia, 2; and Wisconsin, 7.

The 225 stations may be classified by power and time of operation as follows: 1 station operating with 20 kilowatts, limited time; 1 with 10 kilowatts, limited; 12 with 10 kilowatts, unlimited; 1 with 7½ kilowatts, unlimited; 150 with 5 kilowatts, unlimited; 1 with 5 kilowatts night, 10 kilowatts day, unlimited; 1 with 1 kilowatt night; 10 kilowatts day, unlimited; 10 with 5 kilowatts, limited; 2 with 1 kilowatt night, 5 kilowatts day, unlimited; 1 with 500 watts night, 5 kilowatts day, limited; 4 with 5 kilowatts day; 7 with 5 kilowatts, sharing time; 1 with 5 kilowatts night, 10 kilowatts day, unlimited; 31 with 1 kilowatt night, 5 kilowatts day, unlimited; 1 with 500 watts night, 5 kilowatts day, unlimited; and 1 with 1 kilowatt night, 5 kilowatts day, sharing time.

JOLLIFFE PREDICTS POST WAR CHANGES

"IF THE SPARK of public demand for new things is struck, we will be in on a much larger explosion than that which occurred with the start of sound broadcasting," Dr. C. B. Jolliffe, vice-president in charge of RCA Labs. told the American Institute of Electrical Engineers and the Institute of Radio Engineers meeting in a joint session.

At the end of this war, he added, "we will have all the conditions necessary for an explosive mixture."

"The application of electronics can revolutionize manufacturing," he continued. "In air transportation the use of new developments in radio aids to navigation and communications will change our conception of the reliability of air transportation . . ."

He prophesied the radio industry as a possible "five or even ten billion dollar enterprise." Tests have proven that six mc channels and carrier frequencies below 300 mc can produce "very satisfactory" television pictures, he said.

AFRA Wage Pact Approved

WAGE agreement, with increases ranging from 10 to 20%, recently concluded by AFRA with nine independent Los Angeles area stations, has been approved by the Tenth Regional War Labor Board in San Francisco. WLB also approved contracts calling for vacations for staff announcers but refused to allow double time for holiday work. Negotiations conducted by Claude McCue, executive secretary of Los Angeles Chapter of AFRA, mark first time stations have dealt jointly with the union, thereby setting a pattern for future relations with the industry.

AAAA Names Oliver

C. BURT OLIVER, general manager of Foote, Cone & Belding, Los Angeles, has been elected chairman of the board of governors of Southern California Chapter of the American Assn. of Advertising Agencies. Wayne Tiss, vice-president of BBDO Hollywood, was made vice-chairman, with Carl K. Tester, executive of Philip J. Meany Co., Los Angeles, secretary-treasurer. Other board members include Norman R. Barnes, head of Barnes-Chase Co., San Diego, and Burt Cochran, manager of McCann-Erickson, Los Angeles.

DUKE OF IOWA!

Farmer Bill in his battered topper (it's just a gag!) is not of royal lineage, but he and his kind probably make up a better market than the whole of Burke's Peerage!

For Iowa farmers are *rich* to the extent of an average income in 1943 of $7,672—with predictions of a 20% increase for 1944. As a group, they comprise the No. 1 Farm Market not only of America but of the world!

By far the best way of reaching them is through the No. 1 Farm Station, KMA—the only *full-time* farm station in this section. We give our farmer friends their market reports when they *need* them. Farm news and USDA requirements are not just *read* here; they're interpreted by men familiar with farming practices. Maybe our announcers *could* speak in elocution-school accents, but they don't: they use plain Iowa language.

And do such policies please our audiences? Well, they send us more than *twice* as much listener-mail as any other station in this area. That looks as though we offer you twice as good a chance of making sales!

Our schedules are crowded, but requests for availabilities and information are still welcome. Write us or call Free & Peters!

KMA

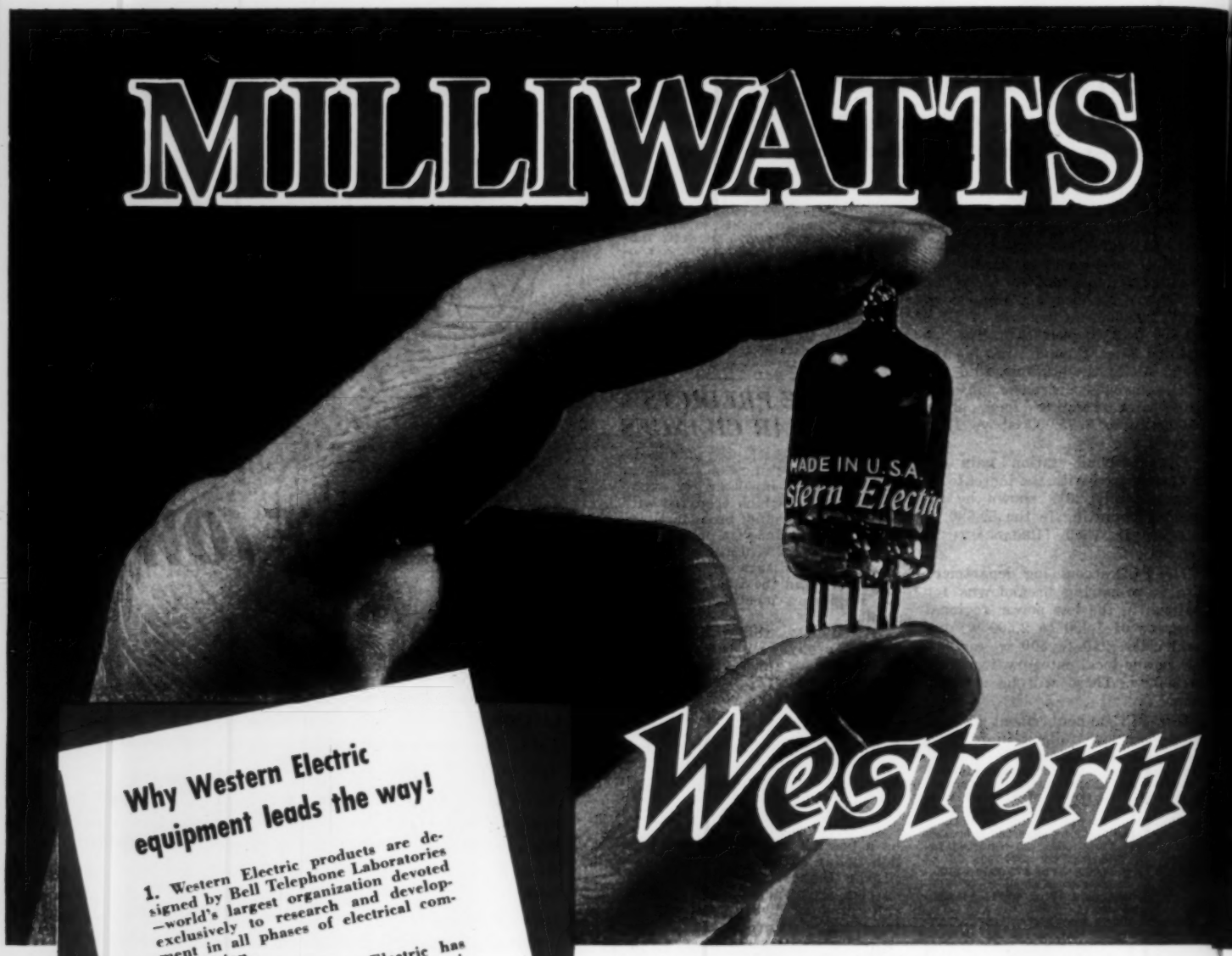
BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

MILLIWATTS



Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories —world's largest organization devoted exclusively to research and development in all phases of electrical communication.

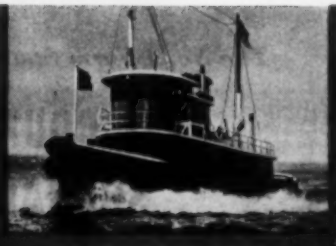
2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

From tiny tubes to eight foot water cooled giants —from vest pocket aids for the hard of hearing to super-powered radio transmitters — Western Electric has led the way in electrical communications equipment for many years.

Western Electric vacuum tubes for over 30 years have been noted for their uniformity and long life. Scores of new and radically different

BROADCASTING



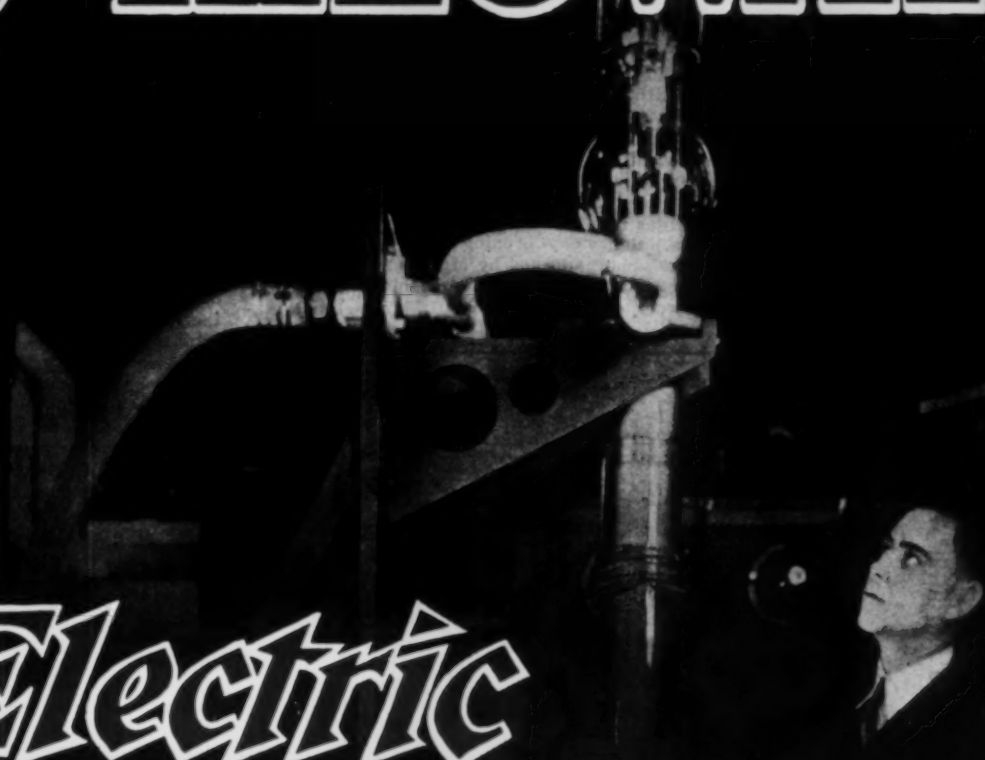
MARINE RADIO

AVIATION RADIO

MOBILE RADIO

Western Electric has specialized

or KILOWATTS



Electric

equipment leads the way!

types of tubes have been introduced by Western Electric and Bell Telephone Laboratories for war services. These new tubes — and the techniques used in developing and manufacturing them — will find many important uses in communications at the war's end.

In all forms of electrical communications, count on Western Electric for continuing leadership.

Buy all the War Bonds you can . . . and keep all you buy!

SOUND SYSTEMS TELEVISION HEARING AIDS ACOUSTIC INSTRUMENTS

knowledge in all of these fields

Duffy Elected Chairman Of CAB Governors Board

BERNARD C. DUFFY, vice-president and general manager of BBDO, New York, was elected chairman of the board of the Co-operative Analysis of Broadcasting at the annual meeting of the CAB board of governors. He succeeds Dr. D. P. Smelser, manager of the market research department, Procter & Gamble Co., Cincinnati, who has held this post since the inception of the CAB.

Robert B. Brown, advertising manager, Bristol-Myers Co., New York, was elected treasurer, succeeding George H. Gallup, vice-president and research director, Young & Rubicam, New York. Mr. Brown was also elected vice-chairman of the board, a new position. Chairman and treasurer terms of office are for two years, conforming to a new CAB policy of rotating these offices every two years.

Saturday Time Value Argued at WDSU Hearing on Overton Political Charge

FURTHER action on the WDSU-Sen. Overton hearing, conducted March 21, was held in abeyance last week to allow both parties time to file briefs on proposed findings. FCC Commissioner Norman S. Case, hearing officer, set April 20 as the last date the briefs may be filed.

In what was the first hearing of an alleged violation of Sec. 315 of the Communications Act, the comparative value of Saturday evening time as against weekday evening time apparently became the deciding issue as WDSU New Orleans defended itself against charges by Sen. John H. Overton (D-La.) that he had not been given the same time in the last Senatorial election as E. A. Stephens, part owner of the station and also a candidate.

Testifying first under questioning by FCC Counsel P. W. Seward, Senator Overton and J. A. Oswald, commercial manager of KWKH Shreveport, who handled the Senator's radio campaign, repeated charges previously made to the Commission [BROADCASTING, Feb. 19]. They stated that time was refused Monday through Friday, 6-10:35 p.m. and upon later request of availabilities were told only Saturdays or Sundays were open. Sunday was turned down on the grounds that it is the Sabbath and both the public and the Senator consider its usage improper. Saturday evening time was considered unequal by Mr. Overton because he felt people were going out or shopping. After 10:35 p.m. on weekdays, the Senator said, people are asleep in that part of the country.

Mr. Oswald was questioned about the interests of his employer, John D. Ewing, owner of KWKH. William C. Koplovitz, WDSU counsel, asked about his application for a station in New Orleans, now pending, and stated that he would assume Mr. Ewing is interested in the proceedings.

Bearing the brunt of testimony for his co-partners, Mr. Stephens and H. G. Wall, Fred Weber, manager of WDSU, said he considered the Saturday time period superior, if anything, to weekdays and that no distinction in price between the two was ever made by broadcasters. Quoting Hooper surveys for the pre-election period, he showed that 33.7% of sets were in use in New Orleans at the Saturday time offered whereas on the Thursday night period used by Mr. Stephens only 27.9% were in use.

Mr. Weber stated that it was policy never to cancel a commercial time if other equal time were available and that the only reason the Saturday spots were open was that the Boston Symphony Orchestra doesn't play in the summertime and another spot was being held open by the network for a show which was to switch shortly from another network. No replacements were used, he explained, since the networks do not sell national shows for just two months.

Mr. Wall testified that at the formation of the partnership it was agreed that the station would be run on a non-political basis and that Mr. Stephens would be treated the same as any other candidate.

Corroborating this, Mr. Stephens said he had made requests for time that were not granted and that he did not use the Saturday time because speeches throughout the stat. took him out-of-town on weekends.

KSD Pension Plan

MODERNIZATION of a pension plan established in 1907, was announced by Joseph Pulitzer, president of the Pulitzer Publishing Co., for the employes of KSD and the *St. Louis Post Dispatch*. It enables the employe to determine at any time the amount of income he can expect upon retirement.

How WKBB Gets Listeners For Your Program in Dubuqueland

ON THE Highways

for the best in radio ... tune to
DUBUQUE'S FAVORITE STATION
WKBB 1490
ON YOUR DIAL
11 YEARS OF PUBLIC SERVICE
for the best investment BUY WAR BONDS!

OUTDOOR ADVERTISING is just one of many promotional activities employed from time to time by WKBB to attract listeners in the Dubuque area. Dubuque's first radio station, with its outstanding programs of Blue Network shows and interesting local features, is way out in front in a November listening survey made by Robert S. Conlan and Associates.

WKBB's leadership in the morning hours was evidenced by the following standings: WKBB, 47.9; 2nd Station, 33.3; 3rd Station, 7.0. For the entire survey period the ratings were: WKBB, 36.4; 2nd Station, 30.2; 3rd Station, 13.3.

WKBB really delivers the listeners in the Dubuque area, and has the facts to prove it.

James D. Carpenter—*Executive Vice President*
Represented by—Howard H. Wilson Co.

WKBB 1490 ON YOUR DIAL

BLUE NETWORK STATION · · · · DUBUQUE, IOWA

In the UTAH Market

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.

To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's *"listener habits"* that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

"Look for man going under name of Sam Henderson—alias 'Opportunity'— genial, witty, *friendly* . . . emcees a half hour radio show . . . topnotch modern music, interspersed with fast-paced quips and commercials . . . can be heard over WGAN, 3:30 p.m., Mondays through Fridays . . . when last seen this man was buried under landslide of fan mail and requests for 560 REVUE membership cards . . . calling all sponsors . . ."

(And when you find him take advantage of his widespread popularity . . . people in WGAN's listening area — 14 Maine counties; 1 in New Hampshire — like Sam Henderson instinctively . . . and they TELL us about it! This chap's no novice to the entertainment world — and the grand music on 560 REVUE is only *half* responsible for its success!

Participation sponsorship in the 560 REVUE was offered, at first, to local advertisers only — our own method of "kitchen testing" a program. Now we've proved to everyone's satisfaction that this audience is both large *and* responsive — so here's your opportunity to tap a rich market! Send in your request for membership *today* — we'll divulge complete details by return mail!)

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

Stromberg-Carlson Net Profit for '44 Up 16%

STROMBERG-CARLSON Co., Rochester, ended the year 1944 with a 16% higher net profit than in the preceding year, according to the company's annual report. Net profit, after income taxes and other deductions amounted to $843,607 in 1944, compared to $726,815 in 1943. Company sales totalled $55,140,312, an increase of more than 34% over the $40,946,618 volume achieved in 1943.

Backlog of unfilled orders at the end of 1944 stood at $22,408,182, according to Wesley M. Angle, president, who stated that 95% of the 1944 production went to the armed forces.

Film Advertized

REPUBLIC PICTURES Corp., used a heavy publicity and spot radio advertising campaign over Mutual's KLO Ogden, Utah and the Intermountain Network for the March 17 premiere of Roy Rogers' new picture, "Utah". The picture opened in Ogden with a broadcast direct from the theatre lobby, featuring interviews with civic officials including Gov. Herbert B. Maw. As part of the advance buildup, Rogers transcriptions were used over Intermountain for a week before opening. Agency is Donahue & Coe Inc., New York.

One of Five CPs Granted

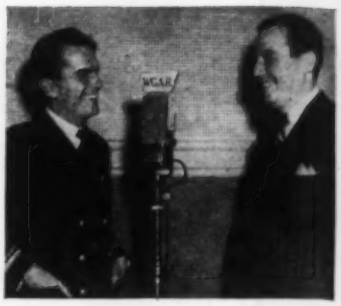
WITH APPARENT feeling that experimental FM work of the nature offered by the Cowles group could best be utilized just in the New York area, the FCC last week granted application for a new developmental station at WHOM Jersey City and denied four other petitions for such stations in Washington (WOL), Des Moines (WHO), Minneapolis and Boston (WCOP). The Jersey City station will operate on frequencies to be assigned by the chief engineer of the commission.

WKRC Anniversary

WKRC Cincinnati was 21 years old March 25. The station was started by Howard Gates, Lee Ainsworth and Dan Myers, manager of the Hotel Alms, where first studios were located. Later, Clarence Ogden, president of the Kodel Radio Corp. bought the station. After additional changes, the *Cincinnati Star Times* purchased WKRC from CBS in 1939 and network was changed to Mutual. On June 1, however, the station will rejoin Mutual as a basic network affiliate.

Alta to Expand

ALTA VINEYARDS Co., Fresno, Cal., which started a spot radio campaign last December when its distribution expanded to a nationwide basis, has taken over George Brooks *Confidentially Yours* ten-minute program on thrice-weekly basis, on WNEW New York. Alta, makers of Alta Wines, Mattei and St. Charles wines, plans to enlarge its radio advertising using local stations, according to L. H. Hartman Co. Inc., Agency, but no definite plans have yet been made.



TWO OF RADIO'S four Patt brothers, Robert G. (l) promotion manager for WHN New York and John F., vice-president and general manager of WGAR Cleveland met at WGAR. Bob, a lieutenant (j.g.), was on leave from the South Pacific where he was communications officer for a group of LCI's and participated in four major campaigns. During his leave he married Miss Lonita Bloss, formerly with CBS in Chicago. Other Patts are Ralph, former manager of WRAY Portsmouth, a Navy lieutenant and James, former program director of WKRC Cincinnati, a seaman 2/c with the Armed Forces Radio Service in Hollywood.

KFI Renews on NBC

SPIKING reports that KMPC Hollywood, will become the NBC outlet in that city, KFI Los Angeles has agreed to a two-year affiliation contract renewal. Deal was worked out by Earl C. Anthony and William B. Ryan, station owner and manager, respectively, with Niles Trammell, NBC president and Sidney N. Strotz, network western division vice-president, during a five-day session in Las Vegas, Nev. Current contract, signed in 1934 and revised several times since, runs out in June. Mr. Anthony reportedly turned down a purchase offer from NBC.

Hope Replacement

PEPSODENT Co., Chicago (tooth powder, paste), with broadcast of June 12 replaces *Bob Hope Show* with *Man Called X* for 13 weeks on NBC stations, Tuesday, 10-10:30 p.m (EWT). Summer replacement will star Herbert Marshall, film actor. Felix Mills is signed as musical director, with Jack Johnstone, producer. Agency is Foote, Cone & Belding, Chicago.

Announcing the appointment of

Wm. G. Rambeau Co.

as exclusive National Sales Representatives for

KFBC

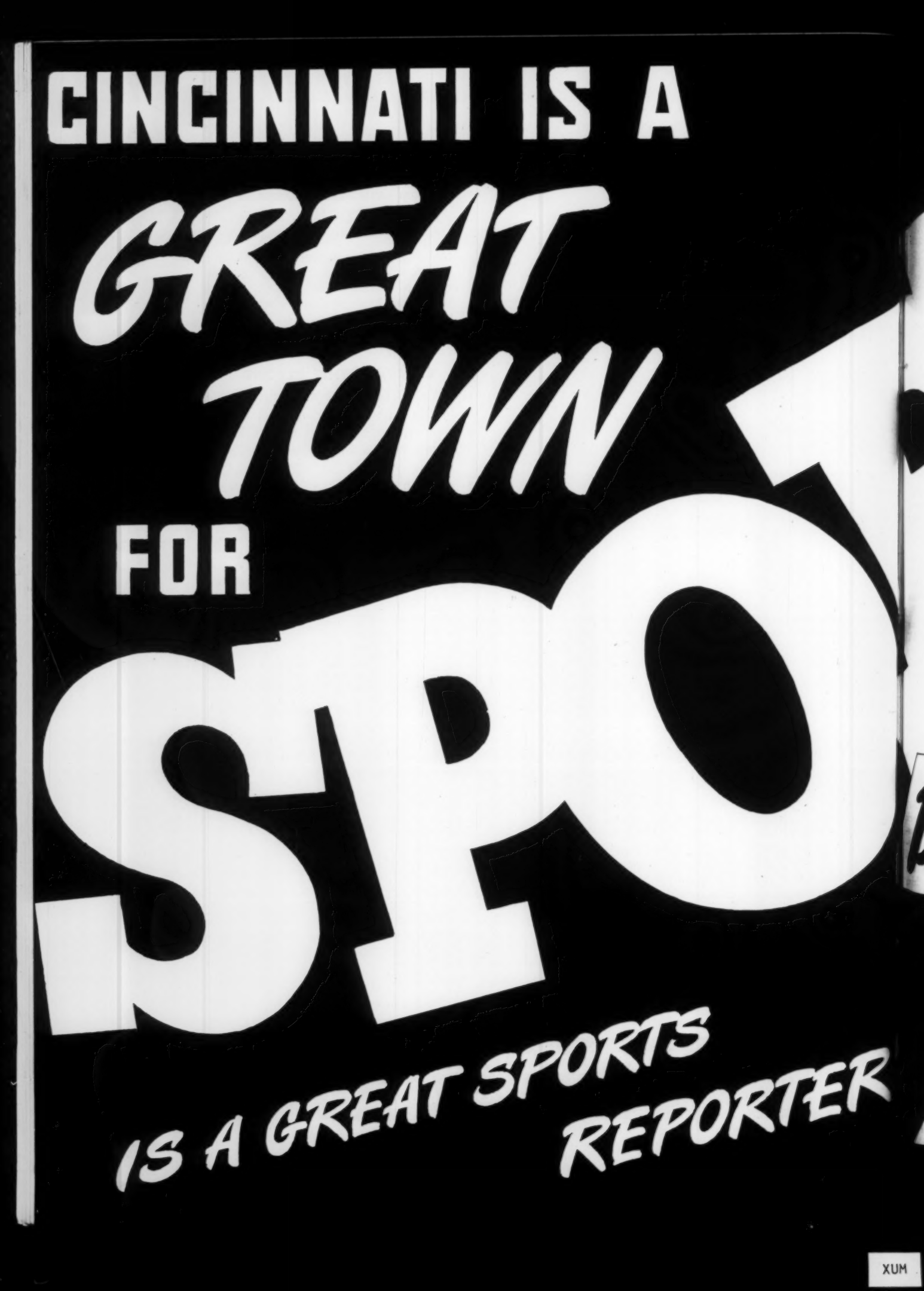
Cheyenne, Wyo.
Blue
Wm. C. Grove, Gen. Mgr.

FM STATION WGTR
Owned and operated by the Yankee Network
FREQUENCY: 43.3 MEGACYCLES
INPUT TO FINAL AMPLIFIER: 83 KW.
OUTPUT TO ANTENNA: 50 KW.
TOTAL HOURS OPERATION TO DATE: 29,100
PERCENT OPERATING TIME TO OUTAGES: 99.92%
TYPE OF TRANSMITTER: REL NO. 521 DL
COMPARE THIS RECORD
Only REL has built FM transmitters in this high-power class. Yet the performance record of WGTR compares favorably with even the low-power installations of other makes.
REL

THE VITAL LINK . . . Broadcasting originating in Station WEOD, Boston, are relayed without wires to station WGTR, Paxton, . . . 43 miles distant . . . and thence to the six stations which comprise the Yankee Network. Thanks to WGTR, and to its consistently fine performance, the Yankee Network has functioned perfectly since 1942.

REL installations have clearly demonstrated the dependability and efficiency of the Armstrong Phase Shift method of frequency modulation . . . the method employed in REL transmitters of all power ratings.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.


CINCINNATI IS A
GREAT
TOWN
FOR
SPO
IS A GREAT SPORTS
REPORTER

DICK BRAY
WCKY
WCKY
50,000 WATTS
THE L. B. Wilson STATION CINCINNATI

Editorial

When in Doubt, Don't

THE WORLD'S all-time, winner-take-all, champeen journalistic sap is going to be the chap who goes on the air and announces to a waiting audience that the war is over in Europe—BEFORE THE WAR *IS* OVER!

Perhaps it won't happen. Perhaps Lady Destiny won't crook her finger coaxingly at some Anxious Albert, urging him to spout forensic fiction into a hot microphone. But the possibilities are there, as was demonstrated on both Coasts only last week.

Jonathan Daniels held a press conference. He asked, in the name of the President whom he serves as secretary, that no one go to San Francisco for the international conference who does not have business there. He urged, for the President, that Government workers and others remain at their desks if possible.

This understandable admonition was interpreted by one reporter, who used up his lifetime quota of journalistic license in a paragraph, to mean that the President had put the Cabinet on alert—that big news could be expected. His copy flowed into radio station newsrooms and through the microphones to the public untouched by a copy pencil.

This graphic tidbit of reportorial ectoplasm was taken firmly by a West Coast commentator and molded into the proclamation that the war was about to end in Europe.

Little avails in pointing out the pitfalls of such behavior. They are obvious. One need hardly recall the Great Martian Episode in American radio to sense the responsiveness of audiences to the broadcast word.

The ending of the war in Europe is as solemn, and more solemn to some, than its beginning. It is not a subject which should be handled by the inept. It is not a subject which lends itself to dramatics since, of itself, it is the most dramatic news of this generation, of this century, perhaps of time to date. Certainly it does not lend itself to reckless anticipation.

A cool head, then. A dispassionate eye on that news wire, which has its own limitations and carries words that are only as faultless as the fallible humans who write them. No matter what the source, check it.

Radio must do this job with poise, with dignity and with memorable good judgment. That is possible at no cost to news enterprise.

Badger State Confusion

AS RADIO develops in stature and public importance the temptation to hobble it with regulatory restrictions increases apace. In Wisconsin a fortnight ago hearings were held on a bill which would regulate radio as a public utility, subject to state jurisdiction.

Congress has stated, and the courts repeatedly have held, that radio is an instrumentality of interstate commerce and therefore subject only to Federal regulation, as opposed to state control. Similarly, the Federal law states radio broadcasting is not a public utility-common carrier, open to all comers. Thus the character of service and the rate structure of radio cannot be controlled either by the Federal licensing authority or the respective states in which stations may operate.

The author of the Wisconsin measure, State Senator Fellenz, in testifying before the Committee on Corporations and Taxation, stated simply that radio was growing so rapidly it was now necessary to regulate it in the interest of the public. Opposition witnesses raised the Constitutional question as to the power of a state to regulate radio as a public utility.

The Wisconsin incident is another in a series of state moves to grasp some measure of control over a vital medium, presumably for purposes of taxation. The fact that such operations pay Federal and state imposts along with other enterprise evidently is overlooked.

With new services just ahead which will broaden radio's horizons—FM and television and facsimile—it is easy to conjure up the grabs for power that are in the offing. It might be a good time for radio's legal lights to get up a sort of easel presentation, pointer and all, to exhibit before the 48 state legislatures.

The Thorny Side

THE FCC, as newly constituted under the Porter chairmanship, demonstrated last week that it means business. Almost without precedent is the action proposing to deny the sale of control of WOV New York to new owners. And that revoking the license of WOKO Albany a month hence, because of hidden ownership aspects, is without parallel for an old-established station.

Without attempting to assay the details, it is probable that political friends attempted to convince the FCC that both the WOV sale and the WOKO renewal should have been approved. It isn't unusual for men in public life, or even in high places, to plead such causes. The fact that the Commission, by unanimous vote of those present, took these harsh steps, should make it clear that this Commission doesn't propose to be pushed around.

As to the propriety of the Commission's actions, other considerations come into play. In the WOV case, if the facts are those stated by the Commission in its proposed denial, then there would appear to be ample basis for questioning the qualifications of the Mester brothers as licensees. So far as we can detect, however, there has been no court adjudications of the practices which brought Federal Trade Commission complaint.

The summary action against WOKO presents certain extenuating aspects. The station's ownership record admittedly is poor, and full disclosures as required, were not made. But does the order to delete the station hurt its owners alone? What about the service the station renders listeners? Of course there will be bidders for the facility, and it would be up to the Commission to see that they are responsible. Yet it seems tragic that the majority owners of the station, engaged in its active management, should suffer the supreme penalty because of the sins of a minority.

These actions are indicative of the changed FCC order. Stations here and there are going to be cited on license renewals, where they have failed to live up to commitments as to program or other service. The Commission proposes to see to it that licensee responsibilities are met. No broadcaster will object to strict regulation, so long as it is fair and reasonable, and within the bounds of the law.

Our Respects To -

GENE LAURENCE CAGLE

AT AN age when most men just have managed to see the bare horizon of their vocational desires, Gene Cagle has come close to reaching the peak of his career.

At 32, only 12 years after his first job as parttime announcer on KFJZ Fort Worth while still a student, Gene has succeeded his erstwhile boss, Elliott Roosevelt, now an Air Force Brigadier General, as president of the Texas State Network and KFJZ, its key station. Ironically, Gene's aspiration toward radio was fostered by the same source which turned him down on his initial quest. He later came to head that station.

A class play in which Gene was appearing was attended by the program director of KTAT Fort Worth, who was deeply impressed by his deep baritone voice. At his instigation Gene soon afterward pryed into the possibilities of a part-time announcer's job at KTAT. Receiving no definite offer he decided to try his luck at KFJZ and was hired on the spot. That was in 1933. Gene was manager of KFJZ in 1939, at which time it absorbed KTAT.

Since Gene joined it in 1933, KFJZ has stepped up from 250 w to 5000 w and he, along with it, has stepped up by successive stages to commercial manager in 1937, manager in 1938 and executive manager in 1941 of both KFJZ and the Texas State Network including stations WACO Waco, KNOW Austin and KABC San Antonio. His last achievement came recently when the board of directors elected him president of KFJZ and the Texas State Network while appointing him executive director of the above named South Leg stations.

Under Cagle's executive managership ten of TSN's sixteen affiliate stations have become Blue Network outlets and KABC is being stepped up from 250 w to 50,000 w day and 10,000 w night on a frequency of 680 kc. Experts in the radio industry were of the opinion that this power increase represented an impossibility. Notwithstanding, Gene determined to accomplish the job. He managed to purchase a 50,000 w Mexican station which has been dismantled for removal to San Antonio to accommodate KABC's increased power range. The transmitter now is in San Antonio.

Born in Wetumka, Okla., Jan. 6, 1913, of native Texas parents, Gene moved to Texas at the age of three and lived in the small town of Crosbyton until 1928 when he entered Texas Christian U. He met his wife Christine, the

(*Continued on page 50*)

As key figure in KOIN's weekly "Hello Soldier" program, Johnny Carpenter "briefs" wounded veterans whose stories help focus the Northwest's attention on returning servicemen.

Louis Sumner Bookwalter takes time from his duties as technical director and chief engineer of KOIN to meet, talk with and encourage boys from the battlefield who will soon be back in "civvies".

KOIN does not draw the line that says: "This is where our responsibility ceases..."

Out our way, "Hello Soldier" is a radio greeting as familiar as "Pacific War Time". It's KOIN's way of bringing together Army men now mending at Barnes General Hospital in Vancouver, Wash., and the people of this area. KOIN provides a sock-o variety show headed by Johnny Carpenter, versatile director of special events. But "Hello Soldier" is more than entertainment. Among many instances, the hospital urgently needed old-fashioned clothes wringers for drying woolen cloths used in the Kenny treatment for Infantile Paralysis. Seemingly unprocurable, wringers—enough for two hospitals—came in great numbers when the program asked listeners, "How about it?"

☆ ☆ ☆ ☆

But there's another side of KOIN activities at the hospital—not for broadcast. Eight KOIN men have a purely private assignment over there. They meet the soldiers regularly in man-to-man "reconditioning" sessions. This, the hospital staff tells us, helps to ready the soon-to-be-discharged veterans for civilian life again.

"Hello Soldier" cheers the soldier patients. In turn it earns the cheers of friendly Northwesterners.

KOIN

PORTLAND, OREGON

FREE & PETERS, INC.
National Representatives

CBS

fulton Lewis, jr.

America's Most Listened-to News Reporter*

Currently heard on over 240 Mutual Stations with more than 130 sponsors. A few cities available for cooperative sponsorship. **Call, wire, write: Wm. B. Dolph, Barr Bldg., Washington, D. C.**

*and most "sellable"

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

OWI PACKET, WEEK APRIL 23

Check the list below to find the war message announcements you will broadcast during the week beginning April 23. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Hold Prices Down	X	--	--	--	--	--	--
V-Mail	--	--	X	--	X	--	--
Don't Travel—Vacation at Home	X	--	--	--	--	X	X
Stop Wartime Accidents	--	--	--	--	--	--	--
Paper Salvage	--	X	X	X	X	--	--
Conserve Cars, Tires, and Gas	X	--	--	--	--	--	--
Planned Savings	--	X	X	X	X	--	--

See OWI Schedule of War Message 157 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Hooperatings Show Network Daytime Audience Is Down Since Last Report

C. E. HOOPER Inc., New York, in the March Network Hooperatings, discloses a decrease in daytime listening over the previous report and over last year. Average daytime audience rating of 4.6 is down 0.6 from the last report, down 0.3 from a year ago, while average daytime sets-in-use of 16 is down 0.8 from last report, up 0.1 from last year. Average daytime available audience dropped 2.1 from last report, and 1.7 from last year to 69.9.

When a Girl Marries is first in the list of "Top Ten" weekday programs. *Breakfast in Hollywood* (11:15-11:30 a.m.) in second place is followed by *Portia Faces Life*, third. *Ma Perkins*, fourth, is followed by *Right to Happiness*, *Young Widder Brown*, *Our Gal Sunday*, *Life Can Be Beautiful*, *Pepper Young's Family* and *Breakfast in Hollywood* (11-11:15 a.m.).

Stars Over Hollywood ranks first and *Theatre of Today* second of the Saturday daytime shows.

Hymns of All Churches has the highest sponsor identification index—71.3, with 3.8% giving the wrong identification and 24.9% unable to name a sponsor.

Metropolitan Opera shows the largest number of women listeners per set (1.38) and the most men (0.51), while *Captain Midnight* has the most children listeners per set (1.50).

The five top-ranking programs listed in terms of the number of listeners per listening set are as follows:

	Women	Men	Children	Total
Captain Midnight	0.94	0.34	1.50	2.78
Hop Harrigan	0.98	0.39	1.21	2.58
Jack Armstrong	0.82	0.37	1.34	2.53
Terry and Pirates	0.84	0.39	1.28	2.51
Let's Pretend	1.15	0.20	1.15	2.50

Hon. Frank Reed
Hill Blackett Agency
Chicago 1, Illinois

Dear Frank:

Brother, am I upset! The way things are going around here, I'm going to have to start wearing skirts to feel that I belong to WCHS. Women all over the place. You ought to see them. And they're not satisfied just to take over the control room and the Promotion Department and most of the Script writing as well as the bookkeeping and traffic, but they even work after hours. They go out as Volunteer Nurses Aides in the hospitals, they make speeches for scrap drives, they entertain the boys at the Service Center, and I don't know what all. They even get on me to buy extra bonds, and they know I'm on Pay roll deduction like everyone else around here. I guess it's a good thing, tho. Everyone in town says, "WCHS? They're a live-wire outfit. Nice people, too." I guess those girls know what they're doing, but it sure makes me sweep faster. I guess even a janitor can do his bit, too.

Yrs,
Algy

WCHS
Charleston, W. Va.

IOWA PREFERS WHO

Ask Free & Peters for the Proof!

50,000 WATTS • DES MOINES

GINGHAM or Glamour?

By day . . .

we're lipsticks mixed with soapsuds,
back fences blended with bridge tables . . .
good company for the Lady of the House.
From A. M. grin-surance
to afternoon affability,
WSAI programs give
the *ladies*
what they want.
Men would be
bored stiff, if any men
were home to hear,
but retailers' results and
Hooper reports show that
it pays to be a homemaker
in the daylight hours . . .

But . . . after sundown

. . . when soapsuds become champagne bubbles, our daytime gingham-girl just as magically changes into a glamour gal. She walks in out of the Blue, bringing gay laughter and soft music and a touch of the dramatic—just the kind of varied entertainment it takes to make WSAI popular with both men and women in the evening.

JUST as there's a little of each in every female of the species, those changeable creatures who account for 90% of consumer purchases, so is there a little of gingham and a little of glamour in WSAI. Maybe that's why WSAI rates high with men *and* women in Greater Cincinnati.

BASIC BLUE NETWORK

WSAI

CINCINNATI 2, OHIO

A Marshall Field Station

REP. BY **PAUL H. RAYMER INC.**

MANAGEMENT

MARK WOODS, Blue Network president, will be Radio Council of Greater Cleveland speaker for April 26.

ADE HULT, new Mutual vice-president, was honor guest March 30 at a Tavern Club party sponsored by other station and network executives and advertising men in Chicago.

ARTHUR SIMON, general manager of WPEN Philadelphia for the last seven years, has joined WIND Chicago as general assistant to **RALPH L. ATLASS**, president.

MILTON W. STOUGHTON, WSPR Springfield, Mass. vice-president and commercial manager, has been named vice-president of the Springfield Better Business Bureau.

HENRY McNAUGHTON, former manager of WAJR Morgantown, W. Va., has joined Pennsylvania Central Airlines with headquarters in Pittsburgh.

KARL KOERPER, KMBC Kansas City vice-president and managing director, served as chairman of the Kansas City 1945 Red Cross campaign for more than a million dollars which was oversubscribed by $189,000 on the closing day of the drive.

Burke General Manager Of Lincoln Station

HARRY BURKE has been appointed general manager of KFAB Lin- [BROADCASTING, March 26] with executive offices in Omaha, the board of directors has announced.

Born June 19, 1903, he was educated at Kemper Military School, Boonville Mo.; Worcester Academy, Worcester, Mass. and the U. of Nebraska. He is a member of Ad Club, Ad Sell, Field Club and the Athletic Club of Omaha. Connected with mid-western aviation for 20 years he flies his own plane and was one of the original members of the Civil Air Patrol in which he holds the rank of captain.

He has had 17 years in radio starting with WJAG Norfolk, Neb., and most recently as assistant general manager in charge of sales at WOW Omaha.

HOWARD BAILEY, traffic manager of KFBK Sacramento, has been made manager of KWG Stockton. **MONTE RICKETTS**, on the production staff of KFBK, has taken over his former duties.

Clagett Joins Bennett

JOHN F. CLAGETT, former special assistant to the Attorney General, has joined in the practice of law with Andrew W. Bennett, veteran radio attorney, it has been announced by Mr. Bennett. Under the new firm name, Bennett & Clagett, law will be practiced with special emphasis on radio broadcasting and anti-trust problems in expanded headquarters at 917 15th St. NW, Washington. Mr. Clagett is a graduate of the U. of Maryland and George Washington U. He was admitted to the bar in 1928, subsequently serving in the Pittsburgh Claim Office of the National Surety Co. He joined the Dept. of Justice in 1934.

Mr. Clagett

CHAD Amos, Que., has reduced power from 250 watts to 100 watts.

COMMERCIAL

WILLIAM EWING, account executive of Spot Sales, New York, has been named commercial manager of WENT Gloversville, New York. Before joining Spot Sales Mr. Ewing was space salesman for the New York Herald-Tribune, and before that he was with NBC in Washington and New York. He assumes his new post April 2.

ADELE REINISCH, formerly with Associated Hospitals, New York, has joined the KGO San Francisco traffic department.

EDWARD MELTZER, former teacher, has joined the radio recording division of NBC central division as salesman.

CHARLES F. PHILLIPS, vice-president, commercial and program director of WFBL Syracuse, has been elected to the board of directors of the Advertising Club of Syracuse.

FLORENCE WALLING, sales traffic manager of WENR Chicago, resigned March 30 to join the administrative branch of the American Red Cross as a home service correspondent in an overseas headquarters area office.

SHELTON EARP, account executive of KECA Los Angeles, is the father of a boy.

ROBERT G. DICKSON, auditor of WCAU Philadelphia, has resigned to become trust officer of the Lawrence Savings & Trust Co., New Castle, Pa.

ARTHUR NICOLS, released from the RCAF after overseas service, has joined the commercial department of CJCA Edmonton.

Graham Joins CBS

IRVIN GRAHAM, former advertising and sales promotion manager for SESAC, has joined CBS as promotion manager for radio sales, the network's spot broadcasting division. Mr. Graham before his association with SESAC had previously been a copywriter with Schwab & Beatty, New York, and Carver & Brown, New York, and also with the American Press Assn. Mr. Graham is replaced at SESAC by Alan Hahn, formerly of WKY Philadelphia, who was in charge of continuity writing, some commercial broadcasting and the station's FM outlet.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

Our Respects to

(*Continued from page 46*)

daughter of a West Texas rancher, on the campus and married her in 1933 after a courtship of one year. They have two children, Carol, eight and Gene Jr., three.

A hunting and fishing fan, he is admittedly a gun crank. One room in the Cagle household is devoted to guns. Although he complains about not having sufficient opportunity to use them, he is known as never missing a chance to sneak off for a day's fishing or hunting with anyone in the organization whom he can coax away from the job.

There is a general misconception that Gene is an ex-football star probably stemming from the popularity in the late '20s of Chris (Red) Cagle, LSU and West Point grid ace. He definitely scotches this by reporting that he never even went out for football in college, his efforts in the line being mediocre and confined to high school.

FOR LISTENERS AND SPONSORS ALIKE . . . . HERE'S ONE SWELL WAY TO START THE DAY . . .

EVERY weekday morning, from 7:00 to 8:30 a.m., the cheerful voice of Peggy Lloyd helps thousands of New Yorkers off to a good start for the day "Wake Up New York" is a fast moving program that gives listeners what they like, with plenty of music, news, time signals, weather reports and other diversified features. As a result, "Wake Up New York", enjoys one of the highest ratings of any early morning program on a New York Independent station, delivers this audience at an exceptionally low cost per listener and is doing a great selling job for participating sponsors.

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

. . . child of the oboe and the clarinet

Designed and registered by Adolphe Sax only 105 years ago, the saxophone is a modern instrument. The predecessors of the saxophone were the tarogato, a military oboe used many years earlier in Hungary, a clarinet with a bent mouthpiece and bell made by a Frenchman in 1807, and the tenoroon, or bassoon with a clarinet mouthpiece invented in London in 1820.

The sax swings to swing

The saxophone is a wide metal tube of parabolic bore with the key arrangement of the oboe, the mouthpiece of the clarinet and the shape of a tobacco pipe. In timbre, it falls between the brass and the woodwind—and it can approximate the softness of the flute, the mellow tones of the cello or the metallic strength of the cornet.

First written into orchestrations in 1844, the saxophone, also known as the "plumbing," has become one of the leading instruments in the American swing band.

It's a big family

The modern saxophone family comprises two major groups. The first, in E flat or F, is made up of the sopranino, alto, barytone and contrabass instruments. The second, in B flat or C, consists of the soprano, melody or tenor, bass and subcontrabass instruments.

The natural beauty of saxophone music may combine the whisper of the woodwinds with the blare of the brass in one recording. The full range of the saxophone is most faithfully reproduced by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division

OF

Western Electric Company

INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

PRODUCTION

LT. PHILIP McHUGH, USNR, former assistant production director of CBS New York, has been assigned to the New York office of the Radio Section, Navy Public Relations. With **DAVE DRISCOLL** of MBS, Lt. McHugh made the recording of the sinking of the Jacob Jones, sunk in the Atlantic by German submarine action, one of the first such recordings. Disc was not released until almost a year following the incident. Lt. McHugh joined the Navy in September 1941 and has been on submarine patrol for 33 months.

FRED GOWIN, released after 3½ years in the Canadian Army and RCAF, has joined the announcing staff of CJCA Edmonton.

ROBERT HIESTAND, production director of KFI Los Angeles, has been inducted into the Army. **RUSSELL STEWART** has assumed his duties.

ART GILMORE, former Hollywood announcer now with the Navy, was promoted to lieutenant following participation in Leyte Gulf operations.

PETER STURSBERG, CBC war correspondent, has returned to Great Britain after three months in Canada during which time he made a speaking tour from coast to coast, including annual convention of Canadian Assn. of Broadcasters at Quebec.

AUBREY WYCE has joined the continuity staff of CKEY Toronto, shifting from the CBC continuity department.

JOHN KNOX and **JOHN GOULD** have joined the announcing staff of CKTB St. Catherines, Ont., after released from the RCAF.

MARTYNE MORSE has joined the KYW Philadelphia program department.

ED McREA, former announcer of CFQC Saskatoon, has joined the announcing staff of CKRC Winnipeg.

JAMES KLOSKY and **NORMAN YOUNG** have been added to the announcing staff of WAYS Charlotte. Mr. Young returns to the station after a year's absence.

PAUL KINGSLEY, former narrator for Columbia Pictures Corp., has joined KYW Philadelphia.

STANLEY VAINRIB, announcer-actor on stations in Chicago, Los Angeles and Philadelphia before joining the Army Air Forces from which he has been released, is now on the announcing staff of WTAM Cleveland.

DON COPLIN, known on the air as Don Charles, has joined the announcing staff of WHB Kansas City. He formerly was with KCMO Kansas City.

BARTON BYERS, former announcer of KVAN Vancouver, Wash., has joined KROW Oakland, Cal.

BILL MOORE is a new member of the announcing staff of WINN Louisville.

JOHN E. MURPHY, former director of publicity at WCKY Cincinnati, has been promoted to a full lieutenant in the Navy. Lt. Murphy is stationed on an aircraft carrier in the Pacific.

ALAN HAHN has resigned from the KYW Philadelphia production department to return to New York.

PAUL GODT has been named program director of KFEL Denver. He formerly was with WTMV East St. Louis, Ill., KARK Little Rock, Ark., and KXOK St. Louis.

BOB CULLINGS, announcer of WFBL Syracuse, has been named sportscaster.

DON MATHERS, formerly with the station relations department of Broadcast Music Inc., is now program director of KDAL Duluth, Minn. **ALICE JANE MORRISON** is a new member of the KDAL sales promotion staff. New announcers are **DON STUBBS** and **BOB REYNARD.**

GORDON LONDON, director of agriculture for WWL New Orleans, is on tour of the WWL area through April 4 to broadcast from various district live stock shows and other events.

FRANK SHEEHAN and **MARSHALL SIMMONS** are new additions to the announcing staff of WIOD Miami.

KEN HOUSEMAN, formerly with KGLO Mason City, is now an announcer with KRNT Des Moines. His signature will be Ken King.

BETTY CORNELIUM McCAULEY, former assistant drama critic for the Seattle Times, is now continuity writer for KIRO Seattle.

ROBERT COOPER, script writer of WHBQ Memphis, has been shifted to the promotion department.

BUD ROGERS, formerly with the RCAF, is now with CKNW New Westminster, B. C., after some months at CJCA Edmonton.

WILLIAM MALCOLM and **JOHN GORMAN,** former pages in the NBC guest relations department, have been made junior staff announcers. Mr. Gorman is a graduate of the announcing courses offered by Columbia U. and NBC.

CHARLOTTE F. STERN of the NBC advertising and promotion staff has been named promotion manager of NBC television, a new post, reporting to **CHARLES P. HAMMOND,** advertising and promotion chief.

PAUL KINGSLEY, former narrator for Columbia Pictures and with several west coast radio stations, is now an announcer at KYW Philadelphia.

JAMES P. BEGLEY, program director of KYW Philadelphia, is in Bryn Mawr Hospital for a general physical checkup.

FAITH HAWKINS has joined the program department at KYW Philadelphia, replacing **ISABEL KELSEY,** resigned.

BENNE ALTER, announcer, has returned to WMT Cedar Rapids, after six months in radio work in Cleveland.

BETTY PARKER of the public relations division of the American Meat Institute has been appointed director of home economics of KMBC Kansas City.

DAVID BANKS, formerly of WGN Chicago, has joined KMBC Kansas City as announcer and **FRED ALEXANDER,** announcer, has returned to that station after ten months as program director of KTHT Houston.

BILL MATTHEWS, formerly of WSAN Allentown, Pa., and **KNOX LA RUE,** former radio head of Robert Franklin & Assoc., Fresno-Visalia, Cal., have joined WLIB New York as announcers.

JOSEPH GRADY, announcer at WPEN Philadelphia, and Patricia Marie Ahern are to be married April 2.

ROY LOCKWOOD, BBC production manager, has returned from London to New York where he will produce a series of three programs on the war in the Pacific, to be aired on BBC home service soon after V-E Day. Program will aim to give British listeners an understanding of the war against Japan.

JACK SLATTERY, Hollywood freelance announcer, is the father of a girl.

BILL LAWRENCE, Hollywood producer of NBC "Fitch Bandwagon", has resigned to devote full time to CBS "Screen Guild Players". **LOU FULTON,** writer on the former series, assumes production duties.

BETTY PLATT, formerly with the OPA Regional Office in New York as radio publicity and promotion writer, and **BEATRICE SINGER,** former copy writer for the New York branch of Chicago Mail Order Co., have joined the promotion staff of the Blue Network cooperative program department.

KAY McKENNA, formerly of KABR Aberdeen, S. D., has joined KOTA Rapid City, S. D. **DON WILSON,** news head, has left KOTA for WEBC Duluth. **CAROL SOLOMONSON,** announcer, has transferred to KFYR Bismarck. **MIRIAM SEDELL** and **RUTH MILLER** have resigned.

ROBERT L. JONES, assistant program director and chief announcer, left WSPR Springfield, Mass., last week for the Army. **JOHN VONDELL,** released from the Navy, is now on the WSPR announcing staff.

ERNIE SAUNDERS, WCHS Charleston, W. Va. sports director, has completed a tour of eastern baseball training camps.

SGT. BOB WELCH, AFRS producer of "Command Performance", transcribed show for the armed forces, will make an overseas tour after brief furlough. **LT. PAT WEAVER** takes over production duties during his absence.

MORTIMER FRANKEL, associate script editor of CBS program writing division, will give a radio writing course at the radio institute to be conducted for teachers June 11-19 by KMBC Kansas City in cooperation with Kansas U. and local schools.

PRODUCERS STAFF at KG San Francisco has its first femi nine member in Lillian Kaplan her giving the cue. She entered radi after two years in teaching dra matics, literature and music in San Francisco Bay area schools and a the Theatre Arts Colony.

Named to Blue Posts

J. DONALD WILSON, Hollywood writer-producer, has been appointed western division director of production of Blue Network, a new post, effective April 1. Announcement was made by Hubbell Robinson, network vice-president in charge of programming and production. The network is expanding west coast program and production operations.

Leo B. Tyson, western division program manager, becomes director of program operations on the Coast, with Ted MacMurray continuing as manager of production. Appointment of new director of talent and program development will be announced soon.

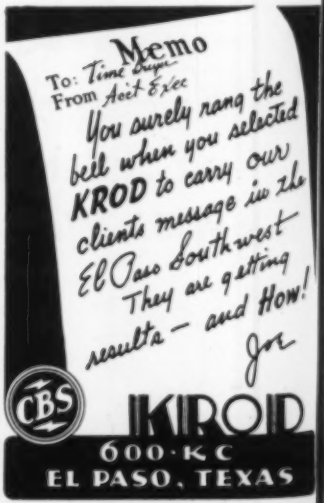
ERECTION of a new transmitter for WCOP Boston has been approved by the town planning board of Lexington Mass.

SHERMAN MARKS, released from the Army Air Forces Special Services at Wright Field, Dayton, returns next month to WBBM Chicago as producer-writer.

VAN HAAFTEN, formerly with KMBC Kansas City, joined the announcing staff of WBBM Chicago April 1.

NORMAN FELTON, production director of the NBC central division, has been reunited with his parents after 10 years. They made the voyage to this country in a convoy from England after being bombed out of their London home three times.

ARTHUR J. SCHOLZ, Philadelphia and South Jersey newspaperman, is now public relations director of WTTM Trenton, N. J.


Memo
To: Time Buyer
From Acct Exec
You surely rang the bell when you selected KROD to carry our client's message in the El Paso Southwest They are getting results — and How!
Joe
CBS
KROD
600 KC
EL PASO, TEXAS

THE LONGEST "PULL"

OF ANY INDIANAPOLIS STATION

THE INDIANAPOLIS NEWS

WAR'S DECISIVE BATTLE MAY BE UNDERWAY ON WESTERN FRONT

Owned and Operated by the INDIANAPOLIS NEWS

● Due, primarily, to its lower frequency (1070 Kilocycles with 5000 watts) W I B C reaches out farther and "pulls" listener response from a wider area than any other radio station in Indianapolis. Extending throughout Central Indiana, Western Ohio and Eastern Illinois, this station provides the most effective coverage of this rich industrial and agricultural region.

A *Mutual* STATION

INDIANAPOLIS

Represented Nationally by John Blair & Co.

W I B C

Behind that Smokescree

WAGE'S AVERAGE DAYTIME

Station B's is 5.7 — Station C's

IN 1941 — WAGE, with 1 kilowatt on 620, began operating in competition with a long-established NBC station, a long-established CBS station, and a local independent station.

IN 1942 — WAGE, carrying play-by-play baseball, a strong schedule of news and special events, and featuring popular local radio favorites against the network stars, was beginning to change the radio picture in Syracuse.

IN 1943 — A Hooper study of Syracuse listening showed WAGE giving the top Syracuse station a close race for daytime leadership.

IN 1944 — A second Hooper study, and a four-station-sponsored Crossley study showed WAGE with a narrow margin of leadership over the next highest station . . . with top daytime listenership.

NOW IN 1945 — A third Hooper study, based on 38,000 coincidental calls in Syracuse and sponsored by *three of the four* Syracuse stations, shows WAGE far and away the top daytime station*. . . with an average daytime quarter-hour Hooper rating of 7.9 and with *38% more* daytime audience than the next best daytime station.

Some people guess at audience. Some people send postcards. We submit the findings of a nationally accepted research company—C. E. Hooper, Inc.

*NO "PRIZE-FOR-LISTENING" PROGRAMS ON WAGE.

WAGE BLUE

WILLIAM T. LANE
Vice President & General Manag

ee in Syracuse, New York

HOOPER RATING IS 7.9

C's 2.8 — Station D's is 3.8

HOOPER MEASUREMENT OF RADIO LISTENING

SYRACUSE, NEW YORK

JANUARY AND FEBRUARY, 1945

Monday thru Friday

Time	Sets in use		WAGE	Station "B"	Station "C"	Station "D"	Others
00-8:15AM	11.9	Rating	5.5	3.9	0.6	1.9	x
15-8:30AM	7.8	"	4.1	1.6	0.8	1.3	x
00-8:30AM	9.8	"	4.8	2.7	0.7	1.6	x
30-8:45AM	11.3	Rating	6.3	2.8	1.1	1.1	x
45-9:00AM	14.5	"	6.7	3.6	2.2	2.0	x
00-9:00AM	12.9	"	6.5	3.3	1.6	1.5	x
00-9:15AM	15.9	Rating	11.7	1.7	1.4	1.1	x
15-9:30AM	17.7	"	12.7	1.1	1.1	2.8	x
00-9:30AM	16.8	"	12.2	1.4	1.2	2.0	x
30-9:45AM	18.6	Rating	14.4	0.8	1.4	2.0	x
45-10:00AM	18.9	"	11.9	2.6	2.9	1.5	x
00-10:00AM	18.7	"	13.01	1.7	2.2	1.7	x
00-10:15AM	24.4	Rating	17.6	3.3	2.3	1.2	x
15-10:30AM	23.5	"	13.0	3.9	1.8	4.8	x
00-10:30AM	23.9	"	15.2	3.6	2.1	3.0	x
30-10:45AM	17.5	Rating	9.6	3.4	2.5	1.7	0.3
45-11:00AM	17.9	"	11.4	2.3	1.5	2.7	x
00-11:00AM	17.7	"	10.5	2.9	2.0	2.2	0.1
00-11:15AM	28.6	Rating	14.5	5.4	3.0	5.7	x
15-11:30AM	32.5	"	20.4	6.5	3.1	2.5	x
00-11:30AM	30.6	"	17.5	5.9	3.1	4.1	x
30-11:45AM	26.9	Rating	13.7	9.6	0.6	2.7	0.3
45-12:00Noon	28.7	"	9.7	14.8	1.4	2.8	x
00-12:00Noon	27.8	"	11.7	12.2	1.0	2.8	0.1
00-12:15PM	31.2	Rating	10.0	16.3	1.9	2.7	0.3
15-12:30PM	29.5	"	4.6	11.5	2.8	10.6	x
00-12:30PM	30.4	"	7.3	13.9	2.4	6.7	0.1
30-12:45PM	31.4	Rating	4.6	14.4	6.6	5.5	0.3
45-1:00PM	26.9	"	6.9	12.3	4.3	3.4	x
00-1:00PM	29.1	"	5.7	13.3	5.4	4.5	0.2
00-1:15PM	21.8	Rating	4.8	10.1	3.9	3.0	x
15-1:30PM	18.5	"	4.1	8.7	3.8	1.7	0.2
00-1:30PM	20.1	"	4.4	9.4	3.8	2.4	0.1

Time	Sets in use		WAGE	Station "B"	Station "C"	Station "D"	Others
1:30-1:45PM	16.1	Rating	6.1	5.9	3.2	0.9	x
1:45-2:00PM	17.5	"	4.7	6.5	2.4	3.3	0.6
1:30-2:00PM	16.8	"	5.4	6.2	2.8	2.1	0.3
2:00-2:15PM	16.3	Rating	5.3	7.0	2.0	2.0	x
2:15-2:30PM	16.8	"	5.2	5.2	2.6	3.8	x
2:00-2:30PM	16.6	"	5.3	6.1	2.3	2.9	x
2:30-2:45PM	17.4	Rating	4.4	6.6	3.1	3.3	x
2:45-3:00PM	14.3	"	3.2	6.1	2.1	2.9	x
2:30-3:00PM	15.8	"	3.8	6.3	2.6	3.1	x
3:00-3:15PM	12.6	Rating	3.8	5.4	1.3	2.1	x
3:15-3:30PM	15.2	"	4.0	4.0	4.0	2.9	0.3
3:00-3:30PM	13.9	"	3.9	4.7	2.7	2.5	0.1
3:30-3:45PM	20.2	Rating	3.7	6.1	2.3	8.1	x
3:45-4:00PM	18.4	"	4.8	6.2	3.7	3.4	0.3
3:30-4:00PM	19.3	"	4.3	6.2	3.0	5.7	0.1
4:00-4:15PM	18.7	Rating	7.2	3.1	4.5	3.9	x
4:15-4:30PM	19.3	"	3.9	4.2	3.4	7.5	0.3
4:00-4:30PM	19.0	"	5.6	3.6	3.9	5.7	0.2
4:30-4:45PM	20.7	Rating	5.5	2.2	5.0	8.0	x
4:45-5:00PM	21.9	"	8.6	3.7	4.8	4.8	x
4:30-5:00PM	21.3	"	7.0	2.9	4.9	6.5	x
5:00-5:15PM	20.7	Rating	6.4	1.1	3.3	9.9	x
5:15-5:30PM	21.1	"	7.8	2.8	3.3	7.2	x
5:00-5:30PM	20.9	"	7.1	1.9	3.3	8.6	x
5:30-5:45PM	22.1	Rating	7.5	5.6	3.1	5.9	x
5:45-6:00PM	23.3	"	5.3	5.0	5.6	7.2	0.2
5:30-6:00PM	22.7	"	6.4	5.3	4.4	6.5	0.1

Sets In Use and Rating } Base: Total Homes Called

X No listeners found in sample.

Average base for conclusive ½-hour measurements, 854 homes called and therefore, acceptable as conclusive.

Average base for indicative ½-hour measurements, 427 homes called and, therefore, submitted as indicative but not conclusive.

UE NETWORK SYRACUSE

E EDWARD PETRY CO., INC.

tional Representatives

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Blue's 'Headline Edition' Offered for Local Sale

AFTER SEVERAL weeks testing as a network sustainer, the Blue is offering *Headline Edition* to affiliates effective April 2 for sale locally, Stanley Florsheim, manager of cooperative program division, notified stations. Program, a presentation of the news by the people who helped make it, will go in the Monday-through-Friday, 7-7:15 p.m. spot, just before Raymond Swing. Stations are urged to put local newscaster on at 6:30, so that the listener can get the news, news personalities and news analysis from his Blue station between 6:30 and 7:30 p.m.

Produced under the direction of Adrian Samish, national production director of the Blue, *Headline Edition* has Dick Tobin in New York, Albert Leitch in Washington, Ulmer Turner in Chicago and Vic Reed in San Francisco assigned to handle the program and arrange interviews with newsmakers.

Cubs on WIND

CHICAGO CUBS baseball club begins sponsorship, April 2, of *Cub News*, featuring Bert Wilson Mon. through Sat., 6:30-6:45 p.m. (CWT) on WIND Chicago. Format includes human interest stories on Cub players and brief reviews of the day's game. From April 6 through April 11 show will be broadcast from French Lick, Ind., Cubs training ground. Contract. to run through season, was placed by Arthur Meyerhoff Adv., Chicago.

AGENCIES

EUGENE N. AXTELL, assistant to **FREEMAN KEYES**, president of Russel M. Seeds Co., Chicago, now on leave with an infantry group in Germany, has been promoted from first lieutenant to captain. **MONTE RANDALL**, on leave as traffic manager and now in the Marianas, has been promoted to staff sergeant.

BOB PREISS, head of program promotion and publicity of Dancer-Fitzgerald-Sample, Chicago, has been advanced to assistant to **DAVE BROWN**, account executive on Oxydol. His successor is **ED GOETZ**, released from the Army Air Corps.

DR. LEONARD LUDWIN, for two years on the research staff of McCann-Erickson, New York, has been named director of foreign research.

RICHARD FEHR, released after two years in the Army, has rejoined the Benton & Bowles New York publicity department.

JOHN M. KEAVEY and **FRANK C. PETERSEN**, formerly in the copy department of Marschalk & Pratt, New York, have joined the copy staff of Fuller & Smith & Ross, New York.

MARJORIE BURKE, former sales promotion and fashion copywriter of Amos Parrish & Co. and previously with Montgomery Ward and James McCreery & Co., New York, as a copy and radio writer, has joined the copy staff of J. M. Mathes Inc., New York.

ALBERT EVANS Adv. is new firm name of Evans & LeMay, Ft. Worth, Tex. **VICTOR LeMAY**, former partner, now a major in the Army, has withdrawn his interest.

WALTER KIEHN and **LEO COX** have been elected vice-presidents of J. J. Gibbons Ltd. at Toronto and Montreal offices respectively.

JACK WILLEM, research director of Leo Burnett Adv., Chicago, is the father of a boy.

ROBERT (Pat) O'BRIAN, released by the Army Air Corps after a training accident and formerly active in radio in the Midwest, and **SOL KLAPPER**, formerly with WQXR New York, are to join Seidel Adv., New York, as co-directors of radio.

TERRY HAYWARD, with Young & Rubicam Hollywood publicity department, is the father of a girl.

GLASSER-GAILEY & Co., Los Angeles, has established branch offices at 32 E. 57th St., New York, with **MARGARET MACY**, formerly of OWI, in charge as resident manager. Telephone is Plaza 5-2887. Agency has expanded its Los Angeles fashion department and placed **JOYCE CONTINI** in charge as manager. She is former fashion co-ordinator and advertising manager of the May Co.-Wilshire (department store), Los Angeles.

WICK CRIDER, publicity director of J. Walter Thompson Co., New York, is in Hollywood for a month.

IRA COOK will handle special announcing, public relations, promotional and merchandising work as well as market surveys for Smith, Bull & McCreery Adv., Los Angeles.

ABBOTT KIMBALL Co., Los Angeles, has moved to 649 S. Olive St.

LOUIS POLLOCK, head of the new motion picture department of the Blow Co., has shifted operations from New York to Hollywood.

HUGH DANIELS, formerly of KRO Radio Pictures, and Foote, Cone & Belding, Hollywood, has joined C. P. MacGregor Co., Los Angeles transcription producer, as talent booker and publicist. He succeeds **ORAN NANCE JR.** who resigned to freelance.

N.Y. AAAA Elects

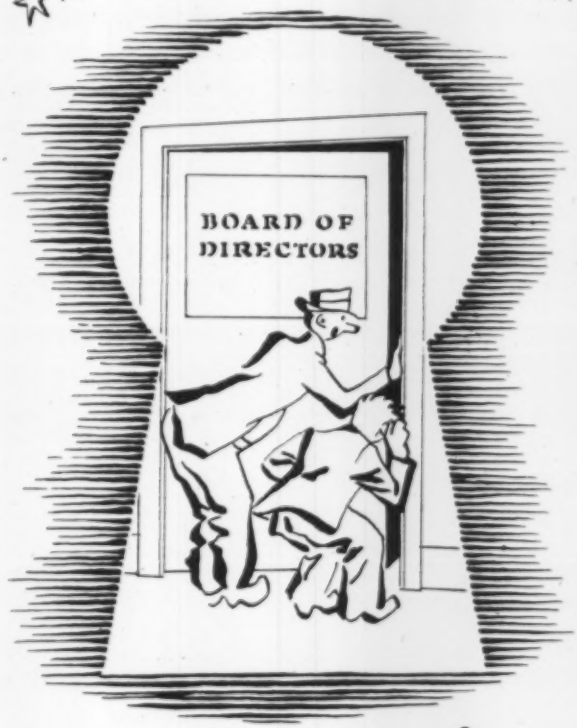
ROBERT E. LUSK, vice-president and account executive of Benton & Bowles, has been elected chairman of the board of the New York Council, American Assn. of Advertising Agencies. Robert M. Ganger, Geyer, Cornell & Newell, has been elected vice-chairman and Robert B. Grady, Robert B. Grady Co., has been elected secretary-treasurer. Lawrence L. Shenfield, Doherty, Clifford & Shenfield; and A. W. Lewin, A. W. Lewin Co., have been elected to the board. Retiring from the board after two years of service are Sherman K. Ellis, Sherman K. Ellis Co.; H. B. LeQuatte, H. B. LeQuatte Inc.; I. L. Vladmir, Irwin Vladmir & Co.; and O. Kleppner, Co.

MORE AND MORE MEAT IN OUR POT
KQV's non-network business in 1944 was more than 50% over its network billings—shows recognition of local coverage by national accounts.

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

WJHP
JACKSONVILLE FLA
NORTHERN FLORIDA'S BEST RADIO "BUY"
• Send for Details •
Represented by JOHN H. PERRY ASSOCIATES

FEW STATIONS IN THE NATION . . . CAN EQUAL **KOA's** DOMINANCE!



SURE THEY'RE USING KOA! IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN *Coverage!*

What better proof could be offered than the following success story:

Bekins Moving & Storage Co., sponsors of KOA's "Men of the West" quartette, Fridays at 8:45 p. m., made a *one-time offer of a map of the city of Denver.*

We were deluged with requests. 50% of the replies came from Denver. The balance was received from 73 other Colorado and Wyoming cities and towns, and 15 other states. Requests for the Denver map came from such distant places as Terra Haute, Indiana; Los Angeles, California; Baton Rouge, Louisiana; and Norquay, Saskatchewan. Canada.

Is that coverage? Decidedly. It's typical of the results KOA delivers its advertisers.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER	50,000 Watts
PROGRAMS	Top NBC Shows
COVERAGE	Denver and the Mountain and Plains States Region
LISTENER LOYALTY*	59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE**	68%

*NBC Survey "1077 Cities" **Ross-Federal Survey

FIRST in DENVER

KOA NBC

50,000 watts 850 KC

Represented by NBC SPOT SALES

"1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY"

It's almost like another gold rush in the Bay Area and Northern California.

People have come from all over the country and are earning and spending lots of money.

That means paydirt for you. If you've got something to sell, sell it faster by using KPO

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

News

MAX LERNER, editorial writer for P just returned from a four month to of European battlefronts, has resume his commentaries on WOR New Yor

CEDRIC FOSTER, Yankee and Mutu commentator, spoke at three differe affairs last week in honor of the 124 anniversary of Greek independence fro the Turks. He has been previously ho ored by the Order of Ahepa and t Greek War Veterans League for championing of the Greek cause.

RAYNOLDS JOHNSON, released fro the Coast Guard, has joined Blue Hol wood as junior news writer.

RICHARD E. STOCKWELL, associa news editor at WCCO Minneapolis, h been awarded master of arts degree economics and political science at t U. of Minn. **GLORIA DAPPER** has be appointed legislative correspondent WCCO.

ROBERT HECKERT, KYW Philadelph commentator, will undergo a min operation this week.

THOMAS B. MORGAN, news comme tator of WOV New York and head its Washington bureau, has started Wednesday program "Report Fro Washington", recorded after the Pre dent's news conference and mailed New York for broadcast. Mr. Morga who formerly commuted between t two cities, is now stationed permanen ly in Washington, and has discontinue his five-weekly broadcast.

MERT EMMERT, who conducts "Mo ern Farmer" on WEAF New York, the father of a girl.

EDITH SULKIN has rejoined the C shortwave listening staff as a foreig news reporter, after an absence of months. A native of Russia, she r places **ALEX ROSOWSKY**, resigne **RUTH FINN**, formerly with Overse News Agency, has joined the netwo shortwave news division as news writ

GUTHRIE JANNSEN, NBC war co respondent, returned to the U. S. la week after six years abroad, where covered the recent Greek insurrecti and has handled other assignments fro Athens, Ankara and other points.

KENNETH BANGHART, NBC news a nouncer, will be transferred from Wa ington to New York April 15.

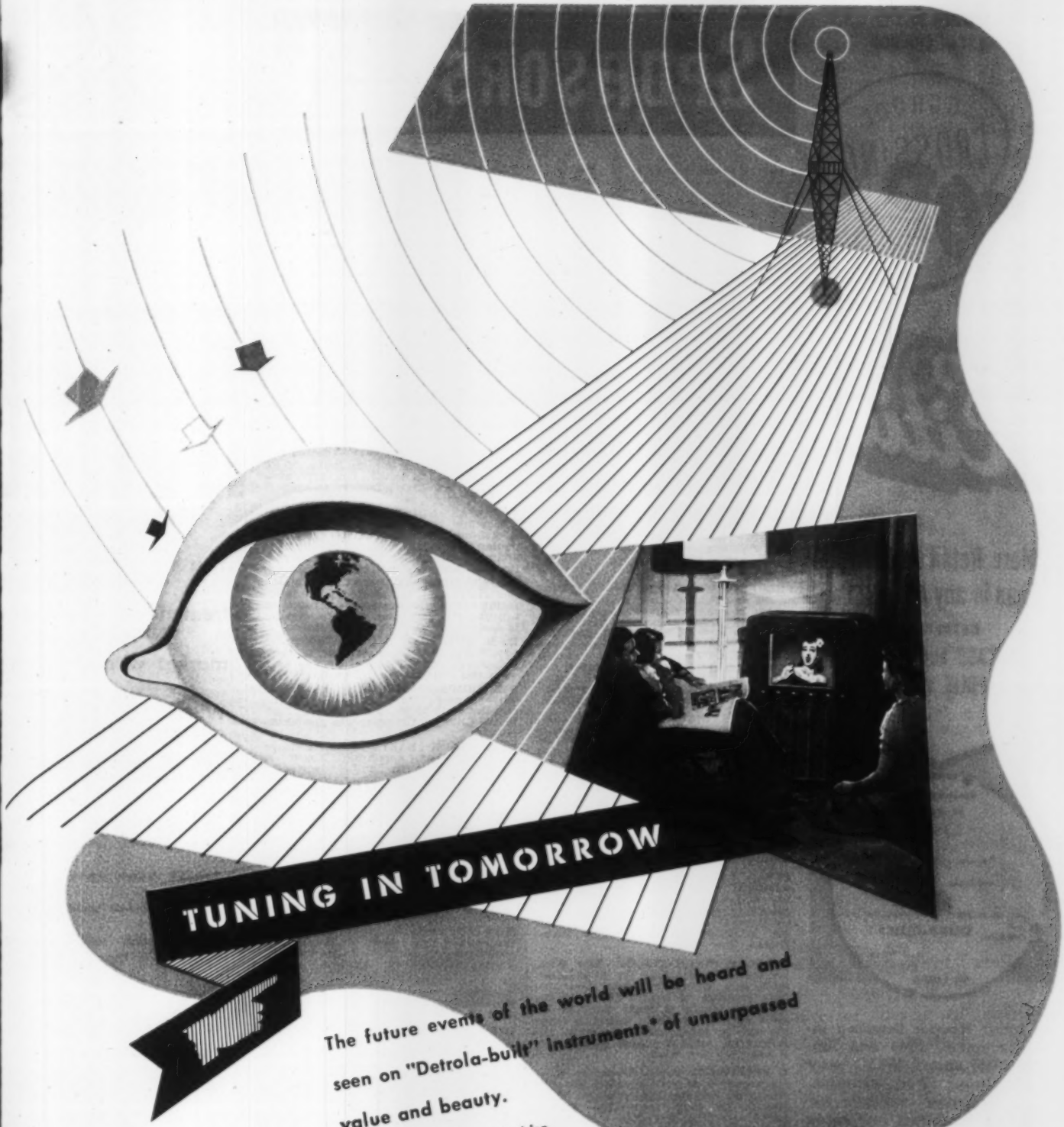
BILL EDWARDS, former news edit and announcer of KMTR Hollywood, h joined the Navy. **WALTER BREWE** formerly of KIRO Seattle, has be added to KMTR news staff.

Schechter Lunch

JOSEPH V. CONNOLLY, pre dent, King Features Syndicate, w to be host April 2 at a luncheo at the 21 Club, New York, in ho or of Lt. Col. A. A. Schechter, co munications officer for Gen. Ma Arthur and former NBC ne chief, recently returned from t South Pacific theatre. Guest list cludes top network and station e ecutives, including news departme heads; publishers and editors New York newspapers; high m tary figures, including Brig, Da Sarnoff, Brig. Gen. L. A. Dill Col. E. M. Kirby, Col. J. R. Re meyer.

Col. Rorke Back

LT. COL. HAL RORKE, form director of publicity, CBS Hol wood, and assistant publicity dir tor, CBS New York, now public lations officer with the Army A Forces, has returned from a tour the European battlefront. He c companied a group of creative w ers who visited AAF installati throughout ETO, gathering ma rial that is planned to bring war into sharper focus for the ho front.



The future events of the world will be heard and seen on "Detrola-built" instruments* of unsurpassed value and beauty.

*Radio Receivers . . . Television Receivers . . . Automatic Record Changers, and other electronic products.

KEEP AN EYE ON Detrola radio

division of
INTERNATIONAL DETROLA CORPORATION
Detroit 9, Michigan

More WACS needed for hospital technicians

...WHEN YOU GO WEST OF CHICAGO

SCHOOL CROSSING STOP

IN THE QUAD Cities

More Retail BUYERS Than in any MARKET BETWEEN CHICAGO and OMAHA MINNEAPOLIS and ST. LOUIS

The latest Hooper listening index (December, 1944 and January, 1945) shows WOC 'way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 53.3!

Mr. Hooper's facts prove the Quad-City market of 218,000 is delivered ONLY by WOC

DAVENPORT, IOWA

FREE & PETERS, INC. NAT'L REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc.

SPONSORS

CARSON PIRIE SCOTT & Co., Chicago, April 2 renews sponsorship for 52 weeks on WGN Chicago of "The Wishing Well", program of recorded music. Agency is Wade Adv., Chicago.

CAPITOL HOTEL, New York, is using a 13-week series of from 6 to 14 spot announcements a day on 13 eastern stations to promote its new Carnival Room. Stations are: WNEW WOR WOV WAAT WHN WPAT WORL WDAS WWSW WINX WITH WELI WIBX.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, has started a thrice-weekly news show for 52 weeks on WBT Charlotte. Agency is Goodkind, Joice & Morgan, Chicago.

HARRY P. RITCHIES Co., Los Angeles (nuts), has named Marion Welborn & Assoc., Los Angeles, as agency. Radio is said to be considered.

SEWALL PAINT & VARNISH Co., Kansas City, has signed for sponsorship of "Songs of Good Cheer" and "Pleasure Parade" programs over the following stations: KTSA KGKO KOMA KTUL KCRC KPRC KMBC KWTO WIBW KFH.

FISHER FLOURING MILLS Co., Seattle (flour), on March 27 started participation in "What's Doin' Ladies" on 15 Blue Pacific stations, Tues. and Thurs. 2-2:15 p.m. (PWT). Agency is Pacific National Adv., Seattle.

FREDERIC W. ZIV Co., New York, includes among new business on its transcribed program, "Songs of Good Cheer": Cleveland Bronze (through Edw. Howard & Co.) WHK Cleveland; Republic National Bank (through Tracy-Locke Co.) KRLD Dallas; Purity Bakeries (through Campbell-Mithun) KDRO Sedalia, Mo.; Gold Medal Baking Co., WIBX Utica; Larus Bros., WRVA Richmond; J. N. Adams Co., WBEN Buffalo.

RICHARDS INSURANCE Co., Los Angeles, adding to its southern California schedule, has started daily five-minute newscast on KGER and KFOX Long Beach. Contracts started March 21 for 13 weeks. Placement is through Dean Simmons Adv., Hollywood.

CASITE Corp., Hastings, Mich. (Casite), in an eight-week campaign, on March 19 started using five transcribed announcements weekly on KHJ Hollywood. Keeling & Co., Indianapolis, has account.

PETER PAUL Inc., Naugatuck, Conn., adding to its schedule of news programs for candy products on over 30 stations, March 18 started weekly newscasts by Cy Harrice on WGN Chicago. Contract for 13 weeks placed through Platt-Forbes, New York.

MILROSE PRODUCTS Co., New York, has started a campaign for its cleanser, RAD, with a weekly quarter-hour variety program on WNEW New York for 13 weeks. RAD, formerly handled almost entirely by chain stores, is moving also to independent dealers in the New York area. Business handled by Winer Co., New York.

E. PRITCHARD & Co., Bridgeton, N. J., has signed a 52-week contract effective March 26 for participations on "Sunrise Salute" and "Housewives Protective League" on WJZ New York in behalf of Pride of the Farm Food Products. Agency is Bermingham, Castleman & Pierce, New York.

REPUBLIC PICTURES Corp., New York, started radio build-up for New York opening of "Earl Carroll Vanities" March 27 with spot announcements on WABC WOR WEAF WJZ WNEW WMCA WOV WINS WHN, adding special five-minute shows on WMCA WOV WINS WHN day prior to opening March 31. Agency is Donahue & Coe, New York.

NAPA VALLEY GRAPE Products, Oakville and Mills, Cal. (Colombo Wine), is introducing its product to the English-speaking market with a test on WNEW New York, using thrice-weekly participations on Martin Block's "Make Believe Ballroom". Major advertiser in the foreign language field, company is now lining up plans for postwar expansion to cover all groups throughout the country. Agency is Emil Mogul Co., New York.

BULLOCK'S, Los Angeles (department store), to promote Sportsmen's toiletries on April 14 starts a weekly quarter-hour narrative series on the American Scene on KFI. Contract is for 15 weeks. Firm also sponsors five-weekly quarter-hour "Hollywood Fan Magazine" and weekly 30-minute "Down Stage Center" programs on KFI. Agency is Dana Jones Co., Los Angeles.

BELL TELEPHONE Co. of Canada, Toronto (recruiting for operators), has started twice daily spot announcements on CKEY Toronto. Agency is Cockfield Brown & Co., Toronto.

YORK KNITTING MILLS, Toronto (institutional), on April 29 will broadcast finalists in its seasonal series of "Singing Stars of Tomorrow", Sunday half-hour network broadcasts, for 57 minutes on 25 CBC Trans-Canada stations 5:03-6 p.m. Series was a talent hunt for girl singers under 25 years of age with presentation of scholarships to the winners. Account is placed by Cockfield Brown & Co., Toronto.

T. J. LITTLE Inc., Grosse Point, Mich. (athletes foot powder), has appointed Fred M. Randall Co., Detroit, as agency. Radio is considered.

CANADIAN INDUSTRIES Ltd., Montreal (paint and varnish division), has started five-minute transcriptions on 36 Canadian stations with local commercials giving local dealer names. Agency is Ronalds Adv., Toronto.

CROWN DIAMOND PAINT Co., Montreal (Durolave), has started home decorating spot announcement campaign on a number of Canadian stations. Agency is McConnell Eastman Co., Toronto.

R. R. McINTOSH has been appointed advertising and sales manager of General Foods Ltd., Toronto. He has been with the company for 13 years.

THE CHICAGO SUN, effective April 1 will sponsor "Uncle Billy Reads the Comics", 10-10:30 a.m. Sunday on WJJD Chicago. Contract was placed direct.

DEER PARK BAKING Co., Chicago (cookies), has appointed Bozell & Jacobs, Chicago, to handle advertising. Radio is considered.

DEPT. OF LABOR, Ottawa, has started a short spot announcement campaign urging men to return to their farms after winter work in lumber camps or urban plants, on a number of Canadian stations.. Account was placed by R. C. Smith & Son, Toronto.

KELLOGG Co. of Canada, Toronto (Pep), has started a transcribed announcement campaign twice-daily on CKEY Toronto. Agency is J. Walter Thompson Co., Toronto.

WYNOLA Corp., Toronto (Nu Grape), has started transcribed announcements daily on a number of Canadian stations. Agency is Ellis Adv., Toronto.

IT Co., Toronto (shoe polish), has started five-weekly transcribed spots on a number of Ontario stations. Agency is R. C. Smith & Son, Toronto.

HOLT RENFREW & Co., Toronto (chain furrier), has started daily announcements on CKEY Toronto. Account was placed by Assoc. Broadcasting Co., Montreal.

DALGLISH (Ont.) Ltd. (Javex), has started thrice-weekly musical program on CKEY Toronto. Account was placed by MacLaren Adv. Co., Toronto.

BELL & Co., Orangeburg, N. Y., has appointed Redfield-Johnstone, New York, as agency for Bell-Ans, an aid to digestion, formerly handled by Anderson-Davis & Platte, New York. Radio may be used next year.

United Drug Signs

UNITED DRUG Co., Boston, has again signed with Columbia Recording Corp. to cut *Rexall Hollywood Revue*, transcribed program sponsored regularly in connection with the semi-annual one-cent sale of Rexall Products. Program will be carried April 29, May 1, 3 and 5 on 210 stations. Agency is N. W. Ayer & Son, New York.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

	1937	1943	1944	Change 1943 to 1944
Factory Workers—Wayne County Average	382,000	582,000	582,000	0.0%
Factory Payroll—Wayne County Estimate	$601,000,000	$1,800,000,000	$1,850,000,000	+ 2.8%
Factory Product—Wayne County Estimate	$3,099,000,000	$9,500,000,000	$9,750,000,000	+ 2.5%
Weekly Earnings—Factory Workers	$31.90	$60.80	$61.68	+ 1.5%
†Cost of Living Index	105.1	124.6	126.3	+ 1.4%
†Purchasing Power Index (Weekly Earnings)	99	160	160	0.0%
Railroad Tonnage—Detroit Area	26,018,959	27,792,981	27,787,888	0.0%
Building Permits—Value	$52,909,940	$36,218,230	$27,225,988	—24.8%
New Residential Buildings—Value	$30,175,000	$26,777,459	$13,723,037	—48.7%
Families Provided with New Dwellings	6,417	6,206	3,204	—48.3%
Births	27,656	41,858	35,800	—14.5%
Deaths	14,250	15,476	14,515	— 6.2%
Marriage Licenses—Wayne County	22,466	20,353	18,733	— 8.0%
†Department Store Sales Index	112.6	164.9	172.6	+ 4.6%
Postal Receipts	$11,661,507	$14,900,387	$17,657,646	+18.6%
*Savings Deposits	$242,625,000	$495,850,000	$658,242,000	+32.7%
*Total Bank Deposits	$758,417,000	$2,193,371,000	$2,531,334,000	+15.3%
Bank Clearings	$5,868,433,936	$17,458,205,153	$19,071,596,275	+ 9.3%
Bank Debits	$11,928,037,000	$27,519,860,000	$30,314,565,000	+10.3%
Detroit Tax Budget	$59,280,000	$78,319,000	$79,039,000	+ 0.9%
Passengers Carried by DSR	363,329,170	640,561,154	658,772,583	+ 2.8%
Water Consumption Daily Ave.—Gallons	255,783,644	299,992,380	324,294,262	+ 8.1%
Electricity Generated, Edison—Kwhr.	3,217,074,600	5,519,738,800	5,866,577,200	+ 6.3%
Gas Sold—M Cubic Feet	15,552,397	30,209,094	30,265,239	+ 0.2%
Telephone Calls—Daily Average	1,474,500	2,526,100	2,574,700	+ 1.9%
*Population — Estimated	1,641,000	1,650,000‡	1,660,000	+ 0.6%
*Population—Detroit Area (Est.)	2,250,000	2,435,000‡	2,475,000	+ 1.6%

*As of December 31. †1935-39 average=100. ‡Revised to conform to latest census estimate.

HERE'S THE PICTURE IN Detroit
Greatest Industrial Market in the World

The above statistics, recently compiled by the Detroit Board of Commerce, reveal what a really great market Detroit is . . . what an opportunity for sales it will offer when the war is over. Remember that, and remember . . . WWJ is the favorite station in this great market . . . that it has been Detroit's most listened-to station since it was established 'way back in 1920.

Now APPROACHING THE 25TH BIRTHDAY

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

Associate FM Station WENA *NBC Basic Network*

Clark to Pacific

RAY CLARK, chief WOW Omaha newscaster, has made application for accreditation to Admiral Nimitz' command in the Central Pacific and, if approved, will represent the station in that area. He expects to leave Omaha in mid-April, represent WOW at the San Francisco United Nations conference and make a series of interviews with wounded men in military hospitals. Clark's special programs will be heard on McKesson-Robbins' *Noonday Forum* Mondays through Saturdays 12:45 p.m. WOW already has Foster May, special correspondent for the Robinson Seed Co. *News Views* and *Interviews* broadcasting Saturday noons from ETO.

WOR Patched

LAST Wednesday found WOR New York working so feverishly at setting up special technical facilities to handle news emergencies, such as the much-anticipated V-E day, that the supply of patch cords was exhausted without warning. To speed operations in the event of urgent news, station is connecting via patch cord the master control room with News Chief Dave Driscoll's office, with the recording division, the news editor, and other points, to avoid interoffice phone delays.

SLOAN'S LINIMENT STARTS SPOT DRIVE

STANDARD LABS., New York, this week starts a spot radio campaign for Sloans liniment, supplementing newspaper and magazine advertising. Schedule is slated to run for 13 weeks on a total of 28 stations and includes transcribed station breaks and one-minute spots running on an average of one a day on each outlet.

Discs, cut by WOR recording division, feature the new slogan "What You Need Is Sloan's Liniment" in a song by Phil Cook, presented by a trio with instrumental accompaniment.

Station list includes: WAPI WJR WCAE WSBT WAKR WSB WBAL WICC WKEW WLW WGAR WSAA KPRC KOMO WNOX KFA WMC WREC WTMS KSTP WTAR KOIL KXL WDBJ KWKH KGA KFA WTOC. Business placed through Wesley Associates, New York. Dr. Sloan's liniment was formerly promoted on the Blue Network program *Gangbusters*, discontinued in January.

Feldman Wedding

ARTHUR FELDMAN, Blue war correspondent who has just returned from the Philippines, and Rhoda Magid, of the BBC, New York, were to be married March 31 at the Waldorf-Astoria Hotel, in New York. The couple were guests of honor last Wednesday at a cocktail party given by the Blue and BBC at the Holland House. Miss Magid has been assistant in the program operations department, in charge of news and special projects. She plans to accompany Mr. Feldman when he leaves for the network's London headquarters the end of this month.

AT&T Seeks Relays

AMERICAN Telephone & Telegraph Co. has filed with the FCC applications for construction permits for seven intermediate microwave relay stations for use with the Boston-New York terminal relay stations granted by the Commission last year. The Commission last Tuesday granted applications of Western Union Telegraph Co. for authority to make experiments to determine the practicability of the use of radio relay circuits as a regular wire circuit supplement in the transmission of common carrier traffic.

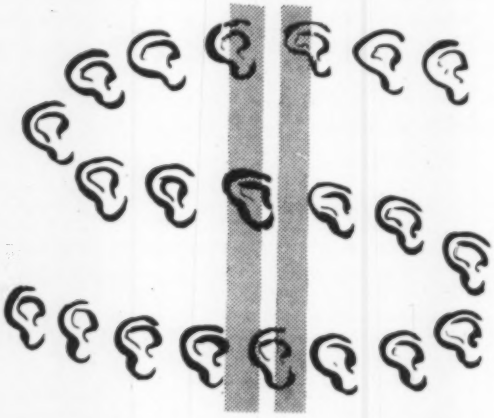
SOMEONE IS ALWAYS *First*

ADMIRAL RICHARD BYRD
First
to fly over the
South Pole

WHBQ

First (and only)
Memphis station
to schedule regular
trade journal
series.

South's 24-Hour Station
WHBQ
BOB ALBURTY, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by RAMBEAU



EARS AND INCOMES

There are 24% more ears in California than there were in 1940 . . . ears that have heard the call of agriculture and industry . . . ears that are tuned to their nearest radio station. 3,497,208* of them are in the 41 county *Beeline* area alone, where radio ownership has increased an average of 12%.

* *Independent research reveals that most people in this area have two ears.*

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

*See McClatchy *Beeline* rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

Robert A STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

WSLI
JACKSON
MISSISSIPPI

MIDNIGHT, MISSISSIPPI?

—a splendid community in the Mississippi Delta, but wise advertisers are not in the dark about JACKSON —metropolitan buying center for Mississippians with a BILLION dollar effective buying income!

WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

NEWS ABOUT A FAMOUS NEWSMAN

EKINS

STATION WSYR'S BRILLIANT COMMENTATOR H. R. EKINS

WSYR Syracuse, was the first independent radio station to send not one but two correspondents to America's fighting fronts. WSYR's Vadeboncoeur flew West to the Pacific. WSYR's Ekins flew East to Europe.

Thanks to what Ekins saw and went through (the Normandy Beachhead and combat flights with the 9th Air Force, for example) he now reports and interprets the war news to WSYR's radio listeners with increased authenticity and vigor.

His Syracuse audience is up 70% from September 1943. Four different surveys (none by WSYR) show this amazing increase in Ekins' total city listenership.

His outside-the-city audience is 59% of the total. Another outside survey (not by WSYR) shows this preference for Ekins among the retail trading-area audience.

3487 Replies on War Map Offer. On Ekins' 6:05-6:15 PM program, he offered a war map. The offer was mentioned only 5 times. Yet 3487 answered from 22 prosperous Central New York counties.

6th in popularity among all commentators. In an unbiased certified survey in the Syracuse trading area, reached by all the famous commentators, Ekins stands 6th in popularity: 1. Lowell Thomas; 2. Gabriel Heatter; 3. Vadeboncoeur; 4. Walter Winchell; 5. Fulton Lewis Jr.; 6. H. R. Ekins.

He has been everywhere. For 20 years, Ekins was a crack foreign correspondent for United Press; stationed in New York, Washington, Honolulu, Manila, Shanghai, Peiping, Tientsin, Tokyo, Rome; expelled from Italy by personal order of Mussolini. Special assignments in London, Paris, South Pacific, Mongolia, Manchuria, Malaya. Covered the Ethiopian war from the Ethiopian side. In 1936, girdled the globe in 18¼ days (new record) in competition against New York Times and Hearst representatives. Author of "*Around The World In 18 Days*," co-author of "China Fights For Her Life."

TIME IS AVAILABLE ON EKINS' PROGRAMS

1:00—1:15 P. M. This time now open across the board, Monday through Saturday.

6:05—6:15 P. M. Ekins is sponsored Monday-Wednesday-Friday for the second 52-week cycle. This time now open: Tuesday-Thursday-Saturday.

Ekins has a record of results. His sponsors profit by his large radio audience as well as his many public appearances. This year he has been invited to speak 2 to 3 times a week all over Central New York, also in New York City, Chicago, Detroit and Buffalo.

WRITE OR WIRE TO **WSYR** SYRACUSE — NBC 5000 WATTS AT 570 Represented by Paul H. Raymer Company

ALLIED ARTS

ALMA E. MARKS, talent buyer of N. W. Ayer & Son, New York, has joined the William Morris Agency, New York, to supervise radio writers, new material and new ideas for radio. Miss Marks has completed a nine-week assignment in England where she supervised programs for the OWI Overseas Branch Radio Section.

JOHN HOWARD TASKER has been elected to the ASCAP board of directors as representative of the standard writers, succeeding **GEOFFREY O'HARA**. Three writer-members in the popular field were reelected, as were the four publisher members of the board whose terms expired this spring.

HELEN PHILIPS, for several years a composition assistant at National Concert & Artist Corp., New York, has taken charge of all publicity for the NCAC popular division, replacing **ED BROWNE** who became one of the corporation's spot salesmen. NCAC has prepared a new Joseph Dunninger program with a lineup including Edward Everett Horton, Martha Tilton, Donald Novis, Al Trace and his band and the Trace Silly Symphonists. No sponsor has been signed. It is understood Mutual is interested in series.

TIMES APPLIANCE Co., Sunbury, Pa., which introduced the original Westinghouse home receiver in the New York metropolitan area nearly 24 years ago, will be exclusive distributor in the same area for the Westinghouse postwar line of standard and television receivers and tubes.

TOMMY KEARNS, headquartered in Honolulu, has been appointed distributor in Territory of Hawaii for Hoffman Radio Corp., Los Angeles (radio set manufacturers).

Bissel Missing

LT. (j.g.) PHILLIP A. BISSEL, of Los Angeles, formerly associated with the Duncan Scott Co., newspaper and radio representatives on the West Coast, has been reported missing since a routine training flight in Florida March 19.

RICHMAN-SANFORD Radio Productions, New York, has prepared a summer replacement package titled "Radio Proudly Presents" which will feature some of the better dramatic shows written for radio in recent years. **BOB SHAYON** will direct the show with **EARLE McGILL** as commentator-m.c., **MILTON GEIGER** as supervising writer and **HAROLD LEVEY** as musical director.

ROGER BROWN has been named general manager of Radio Feature Service Inc., radio publicity firm, and the Earle Ferris Co., public relations counsellors, both headed by Earle Ferris. Mr. Brown joined the organizations in September 1943 as sales manager.

JAMES L. COX has been added to the staff of field representatives of Broadcast Music Inc., New York. Mr. Cox was formerly with AP and UP, where he handled news writing and radio relations work.

ED SANFORD of Richman-Sanford Productions, New York, and **CAROL KAHN**, Packer College student, are to be married June 24. Couple plan a combined honeymoon-business trip to Hollywood.

G. MYRON GWINNER has been appointed associate and research technician of Edward G. Doody & Co., St. Louis, market opinion and radio research firm.

Wesson Campaign

WESSON OIL & Snowdrift Co., New Orleans, as part of a spot campaign for Wesson oil, is sponsoring eight station breaks and two one-minute spots weekly for 24 weeks on WJZ New York. Agency is Kenyon & Eckhardt, New York.

CONGRATULATING the new vice-president are Lyman L. Weld (l), treasurer of Mitchell-Faust Adv., Chicago, and Lt. Comdr. Holman Faust, USNR, vice-president and director of the agency, on his return after more than three years duty. Comdr. Faust announced that Hildred Sanders (c) has been elected vice-president in charge of radio.

Canada Dry on WOR

CANADA DRY GINGER ALE, New York, April 16 adds WOR New York to a spot radio schedule promoting ginger ale and sparkling water and may add other markets. WOR contract calls for five-times weekly participations for 52 weeks on Martha Deane, beginning April 16. Spots started on WBIG Greensboro and WGST WAGA Atlanta. News broadcasts by Webley Edwards have been added on KQW San Francisco. KCMO Kansas City continues on the schedule. Agency is J. M. Mathes Inc., New York.

Peabody Speakers

PAUL A. PORTER, FCC chairman, and J. Harold Ryan, NAB president, will address the Peabody Awards Dinner April 10 at the Hotel Commodore, New York. Winners of the 1944 awards will receive medals and certificates from Chancellor S. V. Sanford of the U. of Georgia. Awards are under the auspices of the Henry Grady School of Journalism of the university, working in cooperation with the George Foster Peabody Foundation which sponsors the awards.

WGL Fort Wayne, 250 w on 1450 kc, has appointed Headley-Reed Co. exclusive representative as of April 1. WGL is owned by Farnsworth Telev. & Radio Corp. and is an NBC outlet.

Beginning April 1st

KGGM

ALBUQUERQUE

COLUMBIA'S AFFILIATE FOR

New Mexico's Major Market

and

KVSF IN SANTA FE, CAPITAL OF THE STATE . . AND SECOND MARKET

Will be Represented Nationally

By

TAYLOR-HOWE-SNOWDEN

Radio Sales

New York Chicago Dallas Amarillo

TRI-CITIES

The FARM MACHINERY Capital

Minneapolis-Moline farm machinery is manufactured in TRI-CITIES.

Teeming with industrial energy . . . a manufacturing hub of the Midwest . . . the nation's Farm Machinery Capital . . . TRI-CITIES is also the home of numerous machine tool, metal working, and industrial equipment concerns . . . a high-income market of over 200,000 population. It's the center, too, of a rich farming area . . . 52 of the nation's best farming counties.

WHBF

ROCK ISLAND MOLINE ILL. DAVENPORT, IA.

1270 KC 5000 WATTS

BASIC MUTUAL NETWORK

Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

SPORTS

Exclusive!

Pac. Coast League

BASEBALL

Entire 1945 Season

KMPC

LOS ANGELES

710 Kc.-10000 WATTS

THE WEST'S GREATEST INDEPENDENT

National Sales Representative • Paul H. Raymer Company

Today's BEST BUYS

AUDIENCE TESTED FOR BUSY TIME BUYERS

EAST

WHN—New York
50,000 Watts

DICK GILBERT

2:00-3:00 P.M.—5:00-6:00 P.M.
Mon. thru Sat.
The singing disc jockey. Versatile vocalist, master salesman. (You can say that again.) Tuneful, different, gets results!
¼ hour participation.
3 days—$300.00 6 days—$500.00.

WNBH—New Bedford, Mass.
250 Watts—Blue

LOCAL NEWS

8:30-8:45 A.M.—6:15-6:30 P.M.
Mon. thru Sat.
Two good news periods on a station that Hooper shows with a 20% to 125% audience gain in six months! Participation—$4.00 daytime—$8.00 evening.

WATR—Waterbury
1,000 Watts—Blue

SHOPPERS GUIDE

8:15—9:00 A.M.
Mon. thru Sat.
Helen Morris has been doing this one for eight years.
Participation—$37.80 per Wk.

WJEJ—Hagerstown, Md.
250 Watts—Mutual

SADDLE PALS

11:15-11:45 A.M.—2:15-2:30 P.M.
Mon. thru Sat.
That old time music show that gets mail and sells merchandise.
Participation—
1 per week—$15.98. 6 per week—$30.24.

WRAW—Reading, Pa.
250 Watts—NBC

IT'S IN THE BAG
(Meaning the grocery bag)

10:00—11:00 A.M.
Mon. thru Fri.
Tessie! this one rings cash registers in grocery stores.
Participation—$25.00 per Wk.

WJAS—Pittsburgh
5,000 Watts

LEE KELTON'S ORCHESTRA

5:30—6:00 P.M.
Mon. thru Fri.
A half-hour of appetizing, easy-to-listen to music by one of Pittsburgh's leading orchestras.
Participation—
One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue

1450 CLUB

7:00—8:00 A.M.
Mon. thru Sat.
Bridgeport's best bet for breakfast.
Daily participation—$32.40 per week.

WNHC—New Haven
250 Watts

1340 MUSIC ROOM

2:00-4:00 P.M.
Mon. thru Sat.
Two hours of uninterrupted popular music.
Daily participation—$25.00 per week.

WOCB—Cape Cod, Mass.
250 Watts—Blue

WORLD NEWS

7:30 A.M., 12:30 P.M.,
6:00 P.M., 11:00 P.M.
Mon. thru Sat.
Hot from the four corners of the earth by Associated Press Wire.
Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue

MEMORY MATINEE

3:30—3:55 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.50 Wk.

WEST

KBUR—Burlington, Ia.
250 Watts—Blue

THE BURLINGTON BUGGY RIDE

11:00—11:30 A.M.
Mon. thru Sat.
The program that rides into the hearts and homes of Burlington folks. Participation—$35.00 per week.

WCLO—Janesville, Wisc.
250 Watts—Mutual

THE HOMEMAKERS

9:05—9:30 A.M.
Mon. thru Sat.
AUNT EM has been telling 'em how to keep house for fourteen years and they love it.
Participation—$27.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts

VILLAGE RAMBLERS

11:15—11:30 A.M.
Mon. thru Fri.
Old time music at its best, on the leather-jacket station of the great Northwest.
$160.00 per week, complete.

KMYR—Denver
250 Watts

BEN BEZOFF

6:00 to 6:15 P.M.
Mon. thru Fri.
Denver's most popular commentator. Just returned from a tour of France and England.
Complete at $200 per week.

WIL—St. Louis
250 Watts

THE BREAKFAST CLUB

7:00—8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstanding.
Minutes or ¼ hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue

TWILIGHT TIME

5:15—5:30 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual

FARM & HOME PROGRAM

11:30-12:00 Noon
Mon. thru Sat.
A neway farm program in the State where the tall corn grows.
Daily participation—$19.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts

THE SPANISH HOUR

2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico's favorite music.
Daily participation—$16.20 Wk.

KFBC—Cheyenne, Wyo.
250 Watts—Blue

PIE & COFFEE TIME

2:30 to 2:45 P.M.
Mon. thru Fri.
A smart emcee and the customers in the popular Shy Ann Cafe makes this a sparkling quarter-hour.
$75.00 per week complete.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts

MAKE BELIEVE BALLROOM

11:00 A.M. to 2:30 P.M.
Mon. thru Sat.
The original Make Believe Ballroom—12 years on KFWB—lowest cost per listener in Los Angeles.
$50 per ¼ hr.—50 word spots—$12.00.

KJBS—San Francisco
500 Watts

ALARM KLOCK KLUB

6:00 A.M.-8:00 A.M.
Mon. thru Sat.
Surveys prove it's the best dollar buy in the Bay area.
Spot participation—$0.50 base rate.

KFMB—San Diego
250 Watts—Blue

MORNING MELODIES

8:00—8:15 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $9.00.

KTKC—Fresno-Visalia
5,000 Watts—Blue

ALL STAR DANCE PROGRAM

2:45—3:30 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here's forty-five minutes of it. Participation—Card Rates.

KEVR—Seattle
250 Watts

BREAKFAST PLATTERS

7:00—8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do) this is where they get it.
Participations—$3.25 each.

SOUTH

WHBQ—Memphis
250 Watts—Mutual

JITTERBUG HALL

2:00-2:30 P.M.
Mon. thru Fri.
Seven years at the same time. It's lively—it's musical—it's hot—in fact, it's the highlight of the day down Memphisway.
Minute participation—$7.50 each, base.

WTAW—College Station, Texas
1,000 Watts—Blue

FARM FAIR

12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers.
Spot Participation—Base Rate $6.40

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual

WOMEN IN THE NEWS

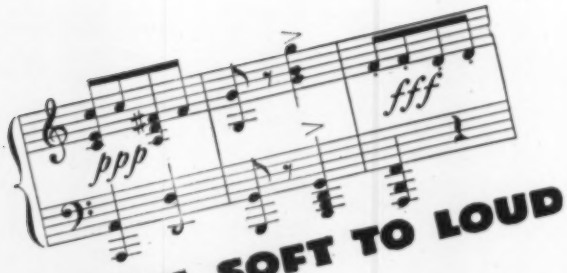
10:30 to 10:45 A.M.
Mon. thru Sat.
Mostly news about women, of especial interest to women.
Daily participation—$21.00 Wk.

WORD—Spartanburg, S. C.
250 watts—Blue

1400 CLUB

7:30-8:00 P.M.
Mon.-Wed.-Thurs.
Recorded music, plus a smart disc jockey plus a lot of merchandising tie-ups make this an outstanding participator. Card rate.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD

FROM SOFT TO LOUD

FM does it

More than double the Dynamic Range

A vast new program naturalness for your listeners

Dynamic Range—the infinite contrasts of sound intensities from soft to loud—give hearing its perspective. Match in true magnitude the sounds of a whisper, the full orchestra, the lion's roar and you have dynamic range that provides reception in all its glorious realism.

FM captures shades of sound that vastly widen dynamic range. It removes the unreality of artificially controlled sound levels that compress the fortissimo—for an FM broadcast transmitter requires no limiting of audio peaks in a program pick-up. It eliminates the unnaturalness of the expanded pianissimo that AM needs to over-ride high background noise levels—for an FM receiver does away with background noise that normally masks AM reception, particularly at low sound levels.

Consider the reasons why an FM broadcast program is able to provide over twice the dynamic range of an AM broadcast program. The intensities of ordinary sounds range from the threshold of hearing at 0 decibels to the crash of thunder at 110 decibels. In this range, AM is capable of reproducing sound intensities from the average minimum noise level of a typical AM receiver at 40 decibels to its maximum audio sound-handling ability at 70 decibels—a dynamic range of 30 decibels. Compare this limited range with that of FM which is capable of reproducing *faithfully* sound intensities from the minimum noise level of a typical FM receiver at about 20 decibels to its maximum audio sound-handling ability at approximately 80 decibels—a dynamic range of 60 decibels! FM's ability to handle a greater range of sound intensities will bring a new dimension to your program reception, increase listener interest, and provide a better service for your advertisers.

When you plan your FM station, look to General Electric. G.E. is the one radio manufacturer with experience in designing and building complete FM broadcast systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. built the first FM home receivers and has furnished a large percentage of the half million now in use. Today, the six studio-transmitter FM relay links now operating in the 340-megacycle band are all G.E.—with thousands of hours of regular operation to their credit. And at Schenectady, G.E. operates its own FM proving-ground station, WGFM. For information on General Electric FM broadcast equipment, write Electronics Department, General Electric, Schenectady 5, N. Y.

Establish a priority on delivery of your FM equipment. Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of transmitters and associated equipment.

50 FM BROADCAST STATIONS ARE ON THE AIR; OVER 370 APPLICATIONS ARE PENDING.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

190-D2-6914

The G-E pre-war 50-kw FM transmitter

General Electric's new frequency-modulated equipment will include revolutionary circuit developments, new component designs, and improved layout features.

FM DOES IT—

• FM gives your audience programs with virtually no man-made noise or static. • FM multiplies your effective coverage day and night. • FM minimizes station interference. • FM gives your programs vivid naturalness with greater dynamic sound range. • FM contributes to the economy of a broadcast system.

Hear the G-E radio programs: "The World Today" news, Monday through Friday, 6:45 p.m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p.m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p. m., EWT, CBS.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!

FCC RELEASE IN WOV CASE

TEXT of the FCC news release announcing the proposed denial for consent to transfer control of WOV New York from Wodaam Corp. to the Mester brothers follows:

The FCC announces its Proposed Findings of Fact and Conclusions (B-209) looking toward a denial of the application for consent to the transfer of control of Wodaam Corp., licensee of Station WOV New York, from Arde Bulova and Harry D. Henshel, transferors, to Murray Mester and Meyer Mester, transferees.

The applicants are allowed 20 days within which to file exceptions to the Commission's Proposed Findings.

The Commission was not satisfied from the record that the transferees possess the qualifications essential to operate Station WOV in the public interest or that they had shown that they are capable of being entrusted with the responsibilities and obligations expected of a person privileged to hold a station license.

The Commission's Conclusions follow:

1. The transferees, in carrying on their edible oil business, have violated and disregarded regulatory laws of the States and Federal Government on numerous occasions, ever since they have been in business. The particular violations they have been guilty of are in several cases odious and clearly not matters of inadvertence. For example, at one time their products, consisting essentially of cottonseed oil, were designedly labeled with the words "Tipo Lucca", olive branches, a coat of arms and crown, and wording in Italian, with the true content inconspicuously marked in English, for the apparent purpose of misleading buyers into thinking that the contents consisted of imported olive oil. In addition, Murray Mester, admitted, after having denied on oath any connection with the incident, that he shipped an adulterated domestic oil in interstate commerce which, he said, he had first sold to the packer who falsely labeled it as imported olive oil and failed to pack full measure.

2. These acts, together with the fact that quite recent actions against the transferees have been instituted by the Federal Trade Commission and the State and Federal food authorities, show that the transferee applicants lack even that sense of responsibility toward the public expected in ordinary business dealings. The mandate of Congress contained in the Communications Act of 1934 requires the Commission to select as station licensees those who will operate under their public grant in the public interest, convenience and necessity rather than according to the doctrine of caveat emptor. In re: Application of WOKO Inc., Docket No. 6486, Nov. 9, 1944. From the proved misconduct of the transferees in carrying on an ordinary business, there is substantial reason to believe that they could not be entrusted with the much higher degree of public responsibility required by the law of a station licensee. Indeed, the applicants have refused to consider their infractions of the law as serious, and consequently it is not unreasonable to expect that they would show a similar disregard for this Commission's Rules and Regulations. Furthermore, although the action filed by the Office of Price Administration has not been determined by the courts, the Commission believes that in the light of the other facts disclosed at the hearing it would also be unwise to approve the qualifications of the applicants with such a matter undisposed of.

3. In addition, the transferees, at the hearing, although testifying under oath, concealed and misrepresented numerous facts within their knowledge relating to their difficulties with various governmental bodies. This lack of credibility is indicative of what could be expected of them in the submission of future reports to the Commission if the proposed transfer were granted. The interest of the Commission in station operation is a continuing one, and in carrying out its responsibility the Commission must rely primarily on statements made by station licensees. "Caution must, therefore, be exercised to grant station licenses only to those persons whose statements are trustworthy." In the Matters of Western Gateway Broadcasting Corp., et al., 9 FCC 92, 102 (1942); In the Matter of the Mayflower Broadcasting Corp., 8 FCC 333, 338 (1940); In the Matter of John H. Stenger Jr., 8 FCC 434, 444 (1940).

4. Moreover, the applicants have come to this Commission seeking to assume the responsibility and privilege of controlling a broadcast license completely ignorant of the Communications Act and the Rules and Regulations of the Commission. They expect to run Station WOV as a secondary business investment, relying primarily on others than themselves to carry out their licensee obligations. They expect to increase the station's profits "by selling more time," even though the station's schedule already shows 75% of the broadcast time on weekdays and 83% on Saturdays is devoted entirely to commercial programs while most of the remaining "sustaining" programs carry numerous commercial announcements. Cf. In the Matter of R.R. Jackman, et al., 5 FCC 496, 498, 499-500 (1938).

5. Under Sections 308(b) and 309(a) of the Communications Act of 1934, the Commission, in exercising its authority to grant station licenses, is directed to examine into "the citizenship, character, and financial, technical, and other qualifications of the applicant to operate the station," and "the purposes for which the station is to be used," and to hold a hearing on the application, if necessary, in order to determine whether "public interest, convenience, or necessity would be served by the granting thereof." Under Section 310(b), it is provided that the license and rights therein granted shall not be transferred in any manner, "or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing." From a careful examination of all of the material facts contained in the application and the record of the hearing in the instant case, it is clear that the transferees do not possess the qualifications essential to operate Station WOV in the public interest and have failed to establish that they are capable of being entrusted with those responsibilities and obligations expected of one privileged to hold a station license.

6. The Commission concludes that transfer of control of Wodaam Corp. to the transferees would not serve the public interest, convenience or necessity. The application, therefore, should be denied.

Don Bell Safe

DON BELL, MBS correspondent in the Pacific Theatre, was reported safe March 27 after having been missing in action for five days, according to a copyrighted story in the *New York Herald Tribune* datelined Manila, March 27. The story said that Mr. Bell "was reported safe today in friendly hands and suffering only minor injuries from a plane crash at an undisclosed point."

Moxie Schedule

MOXIE Co., Boston, is planning to extend its current spot radio schedule for Moxie, the beverage, to additional markets in the New England area. Through Kelly, Nason Inc., New York, transcribed one-minute spots have been placed on WEEI WORL WNAC.

Blue Sound Effects

BLUE Network, which has been using NBC sound effects, on April 1 took over that operation. M. C. Brachhausen is in charge of a staff of eight sound effects men for the Blue.

THERE'S LITTLE "PEPPER" IN SALTWELL (Ky.)!

If you want a Kentucky market that's seasoned as you like it, with busy people and prosperous industry, we say forget such saline settlements as Saltwell and Salt Lack. Both are Kentucky towns, yes—but if you concentrate on WAVE's Louisville Trading Area, you get a bigger and better market than the rest of Kentucky *combined.* In other words, pass the Saltwells and have yourself some sugar!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

The only radio station in all broadcasting history to receive these THREE AWARDS in one year

VARIETY

PLAQUE AWARD for 1944

presented to WTAG for

"Helping to make One World — Blueprint for Future"

The Peabody Award

(by the GEORGE FOSTER PEABODY COMMITTEE)

presented to WTAG for

"Outstanding Contribution to the Welfare of the Community it Serves"

The du Pont Radio Award for 1944

presented to WTAG for

" . . . outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal devoted service to the nation and to the community . . . "

BASIC CBS
Represented by RAYMER

WTAG WORCESTER, MASS.

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

First CHOICE OF NEWSPAPERS

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

FIRST in WASHINGTON
WRC NBC
Represented by NBC SPOT SALES

EXECUTIVES OF NEW BLUE OUTLETS MEET

OFFICIALS of nine stations joining the Blue Network June 15 met with network executives in New York March 26 for an overall discussion of programming, advertising, promotion and publicity in connection with their Blue affiliations.

In attendance were: WLAW Lawrence, Mass.: Irving Rogers, Dave Kimmel, Dan Sullivan, Davy Edwards; WCAE Pittsburgh: R. Clifton Daniel, Mitchell DeGroot; WFBR Baltimore: Hope Barroll Jr., Bob Maslin, Bill Dothard, Bill Pirie; WCOP Boston: A. N. Armstrong Jr., Harry Goodwin, Frank Baldwin; WNAX Yankton: Don Inman, James Allen; KRNT Des Moines: Phil Hoffman, Orville Lawson; Cowles Group, N. Y.: Craig Lawrence, Ted Enns; WFTL Miami: Bill Skidmore; WPDQ Jacksonville: Bob Feagin, Frank Taylor; WEEU Reading: Joe Nassau; Blue: Mark Woods, Keith Kiggins, Fred Smith, Mike Huber, Ted Oberfelter, Earl Mullin, Oscar Schloss, Archie Grinalds, Norman Ostby, Ivor Kenway, Thomas Lally, James Bennett.

James Poole

JAMES POOLE, 84, markets broadcaster with WLS Chicago for 18 years, died Wednesday, March 28. Before entering radio, he was markets editor of the *Breeder's Gazette*. He was born in Poole, England.

FCC Station-Scrutiny Policy

(*Continued from page 15*)

of Sec. 10 of the Radio Act of 1927, Sec. 308(b) of the Communications Act of 1934, and the Rules & Regulations of both Commissions."

The concealment was not caused by a "slight inadvertence," said the opinion. "On the contrary the testimony clearly establishes that the deception was carried on at Pickard's instigation for approximately 12 years. Pickard was not the only person responsible. He was aided from the inception of the scheme by Harold E. Smith, who has been a principal in WOKO since it was established and who, during the entire period, has been general manager in complete charge of the station's operations as well as an officer and director of the corporation."

Mr. Smith holds 25½% interest in WOKO Inc. Other stockholders are, according to FCC records, Raymond M. Curtis, president, 25½%; The Press Co., publisher of the Albany *Knickerbocker News*, 25%.

During oral argument March 14, Morris L. Ernst, New York, appearing on behalf of WOKO Inc., admitted failure to disclose Mr. Pickard's interests, urged the FCC to require that the former Commissioner dispose of his holdings at less than market value and told the Commission that Mr. Pickard withheld his holdings at the re quest of CBS [BROADCASTIN March 19].

Chairman Porter at the tim commented that Mr. Smith woul be "rewarded" by being permitte to purchase the Pickard stock less than market value. Commi sioner Case interjected that M Smith was "in it, too". Reed Rollo, appearing for the Press C filed a letter proposing his clie sell its 25% interest in WOKO Messrs. Smith and Curtis and turn purchase their interests WABY.

WOV Transfer

Regarding the proposed WO transfer, the FCC news release a nouncing the action said: "Th transferees, in carrying on the edible oil business, have violate and disregarded regulatory laws the States and Federal Gover ment on numerous occasions, eve since they have been in busines The particular violations they ha been guilty of are in several cas odious and clearly not matters inadvertence."

Several alleged violations we cited; the proposed transferees, a cording to FCC accusations, "co cealed and misrepresented nume

(*Continued on page 72*)

AFTER VICTORY—WHAT?

Nowhere will V-Day be celebrated more gaily than in boom towns everywhere—although many may be fated to become ghost towns when war orders are cancelled.

Roanoke's future is brighter. Our three big industries — railroading, rayon manufacture, steel production—will IMMEDIATELY begin serving long-waiting civilian customers without re-tooling. Jobs will remain plentiful!

Shouldn't you be known by these people of Southwest Virginia whose present prosperity is firmly rooted? Only one station—WDBJ — satisfactorily covers ALL their 118,921 daytime listening homes! A Class B quarter-hour, once, only $30. We (or Free & Peters) would like to tell you more—much more!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

"My Make-Believe Ballroom Needs Transcription Equipment That's Really Rugged!"

"That's why our installation is PRESTO"

"Our PRESTO transcription turntables get a real workout here at WNEW," says Martin Block, popular announcer and director of the *Make-Believe Ballroom* program. "We keep them running almost continuously throughout the day. And they're giving the same fine, clear reproduction today that they gave when we installed them years ago. As an announcer, that means a lot to me. It's a nice feeling to know that my transcribed show is getting out 'in good voice!'"

From users of PRESTO equipment all over the country comes the same story: "It's rugged, it's dependable, it stands the gaff!" The increased use of transcribed material in wartime broadcasting has placed a heavy burden on all recording and playback equipment. PRESTO users—including many of the major broadcasting stations—have found that their equipment is handling the job with ease. That's because PRESTO devices are products of integrity—built to do *more* than will ever be expected of them.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

(*Continued from page 70*)

ous facts within their knowledge relating to their difficulties with various governmental bodies."

The Mester brothers "expect to run Station WOV as a secondary business investment, relying primarily on others than themselves to carry out their licensee obligations," charged the Commission. "They expect to increase the station's profits 'by selling more time,' even though the station's schedule already shows 75% of the broadcast time on weekdays and 83% on Saturdays is devoted entirely to commercial programs while most of the remaining 'sustaining' programs carry numerous commercial announcements."

"It is clear that the transferees do not possess the qualifications essential to operate Station WOV in the public interest and have failed to establish that they are capable of being entrusted with those responsibilities and obligations expected of one privileged to hold a station license," the FCC concluded.

In New York Meyer Mester, denouncing the FCC findings as "very vicious", asserted that a detailed exception would be filed within the specified 20-day limit. He declared alleged violations of Federal and State regulatory laws, as charged by the Commission, had been cleared up 100% and that he and his brother had proved they were "all falsehoods".

He denied he and his brother planned to sell "more time", as the FCC alleged. "At the hearing I testified if I had more time what I would do," said Mr. Mester. "I said that we could utilize the additional time for the benefit of the public and community with sustaining programs." WOV operates only six days weekly, being off the air Sundays.

FCC actions in both the WOKO and WOV cases came following pressure from Congressional sources. In the WOKO case, Rep. Richard B. Wigglesworth (R-Mass.), member of the House Appropriations Committee, demanded that the Commission act when the 1946 fiscal year budget was under consideration [BROADCASTING, Feb. 12]. Rep. Wigglesworth also was a member of the Select Committee which began an investigation of Arde Bulova.

Sherdeman Honored

MAJ. TED SHERDEMAN, radio advisor, Information and Education Section, U. S. Army Service Forces in the Far East, has been awarded the Bronze Star Medal "for meritorious achievement in connection with military operations against the enemy in the Southwest Pacific . . ." The former Young & Rubicam writer-producer originated, wrote and produced a series of radio programs to acquaint U. S. troops with the Philippines and their people before the American invasion of Leyte. He is also in charge of the Armed Forces Radio Stations, U. S. Army Forces in the Far East.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

HE SIGNS HIS CHECKS "$ILAS $IMPSON!"

We've been telling you for years that our hayseeds, out here, are *in the dough.* Well, in 1944, the *average* North Dakota farmer's income was $7,250! Fargo's bank clearing on *personal checks* were over $250,000,000! *North Dakota headed the nation in per-capita E-Bond sales in four of the six drives . . .*

If you've been missing Fargo and the amazing Red River Valley, you've missed one of America's real mirac'e markets. Let us send you the facts—or ask Free & Peters!

WDAY, INC.
N. B. C.
FARGO, N. D.
Affiliated with the Fargo Forum
970 KILOCYCLES . . . 5000 WATTS
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

COLUMBIA AFFILIATE

Serving New England's 3RD LARGEST

CONCENTRATED RADIO AUDIENCE

WLAW

LAWRENCE, MASS.
5000 WATTS · 680 KC

National Representatives:
WEED & COMPANY

WTIC, Hartford

Whereas WBT had a scourge at its doorsteps and acted, Hartford's WTIC used its facilities in anticipation of one. WTIC learned that alcoholism was health problem number four and particularly aggravating in war time. Not a moral depravity but a disease, WTIC decided to awaken and educate its listeners to its causes and cures.

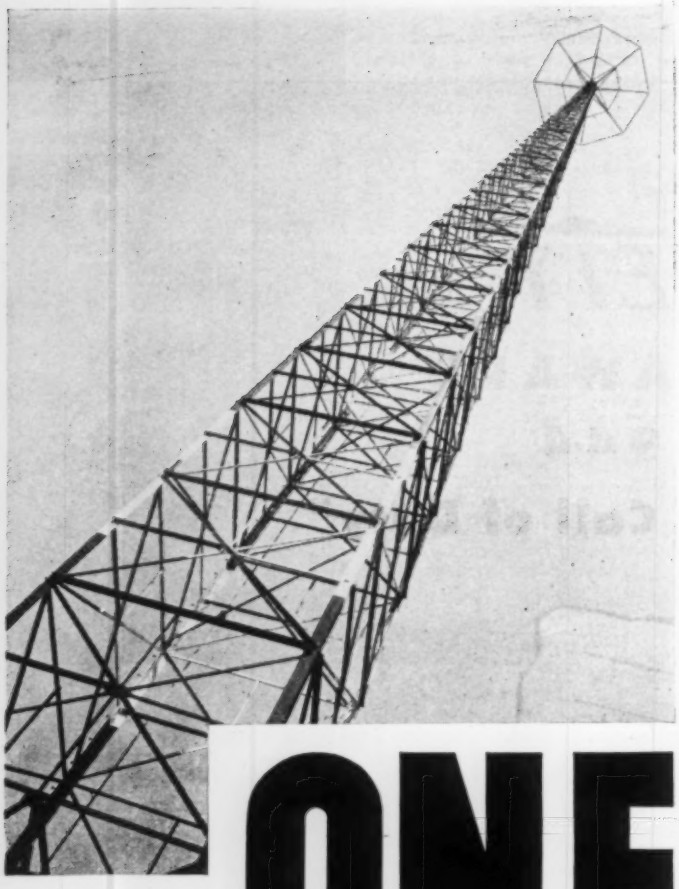
In cooperation with Alcoholics Anonymous, WTIC's Paul Morency and Leonard Patricelli arranged for a series of broadcasts, presenting case histories faithfully dramatized and narrated by actual ex-alcoholics. WTIC didn't want too many Lost Weekends in Connecticut. Not a pretty subject but an important one, brought out into the airwaves by a front line radio operation.

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood



Number ONE

...IN READERSHIP

among agencies and manufacturers combined

● In the field of general advertising publications editorially covering all phases of advertising and marketing, Advertising Age leads in reader preference by a wide margin both with advertising agencies and their clients.

In New York and in Chicago agencies rank Advertising Age "first choice" in reader preference, according to the latest independent survey. Manufacturers throughout the nation give it first place in readership.

This latest survey shows that among agencies and their clients, combined—on a nation-wide basis—Advertising Age is "first choice" in reader preference with 52.7% of the total. It is "first choice" with more than twice as many as the second paper in its field—more than 3 times as many as the third. (May we send you a copy of this survey? Write.)

Because of its leadership in reader preference, Advertising Age regularly carries more advertising of radio broadcasting stations than any other general advertising publication.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

Peace Conference Average

(*Continued from page 20*)

Oakland, Cal. "We strongly feel that radio can do the very best job of informing them—not making up their minds, but thoroughly informing them so they can make up their own minds."

Earl E. May, president of KMA Shenandoah, Ia. said: "We will transcribe color stories and human interest angles with a midwestern slant."

"We will take care of any developments that will be of any interest to our particular area by overhead wire," said Storm Whaley, manager of KUOA Siloam Springs, Ark.

Using Wire Recorder

Harold A. Safford, program director of WLS Chicago, said: "We will use a wire recorder and make transcriptions, interviewing dignitaries and farm and economic experts, pointing our material to the food and agricultural angle as well as events and proceedings especially pertinent to midwest interest and economics."

Following, in brief, are plans of networks and stations as reported last week to BROADCASTING:

NBC—William F. Brooks, director of news and special events, will supervise network's coverage. Key newsmen assigned include H. V. Kaltenborn, Lowell Thomas, Robert St. John, Elmer Peterson, Alex Drier, Richard Harkness, Fleetwood Lawton, Graeme Fletcher and Art Baker. Two war correspondents, George Folster, just back from the Pacific, and Guthrie Janssen, recently returned from Europe, also will represent NBC.

KMA Shenandoah, Ia.—Earl E. May, president, and Owen Saddler, assistant to the president, will file daily wire reports for regularly scheduled newscasts, transcribe interviews with dignitaries and outstanding network commentators, do color stories and will interpret proceedings for farm men and women, explaining what those proceedings mean to them. All special broadcasts will be sustaining. Wire reports will be included in commercially sponsored newscasts.

KMTR Hollywood—Two complete recording units will be sent to San Francisco, Kenneth O. Tinkham, general manager, announced. He has assigned K. Louis Flatau, news analyst; Jim Strain, program director; Lyman Smith, chief of the recording division, and Eddie Lipps, engineer, to cover. Plans include transcribed interview with every representative of note at the Conference, transcription to be flown to Hollywood for special broadcast on KMTR.

KROW Oakland, Cal.—John K. Chapel, news editor-commentator, will head station's newsroom staff of three, doing direct pickups from San Francisco. Plans are to cover with news and special events broadcasts all newscasts to originate in San Francisco during conference; some programs will be recorded for delayed broadcasts due to the time commitments, although preference will be given direct pickups. No special broadcasts will be sold. News bulletins will be included in regularly scheduled commercial newscasts.

KSD St. Louis—Dr. Roland G. Usher, head of the Dept. of History, Washington U., St. Louis, and KSD commentator, will head staff. Final plans not completed but KSD anticipates extensive newscasts and special broadcasts, said George M. Burbach, general manager. No Special Conference programs will be sold.

WOW Omaha—Ray Clark, chief newscaster, plans to reach San Francisco several days ahead of Conference, setting up special broadcast material. Plans indefinite as to whether pickups or recordings will be used, but likely that direct feeds through NBC facilities will be possible. Mr. Clark plans to cover angles of specific interest to WOW listeners; station ready to cut commercials to present full coverage.

KFWB Hollywood—Plans all-out coverage with direct pickups "morning, afternoon and evening," said Harry Maizlish, general manager, who'll personally supervise operations. Plans include remote studos in San Francisco and possible tie-up with San Francisco station for additional feeds. Coverage will be sustaining.

KUOA Siloam Springs, Ark.—General Manager Storm Whaley will cover, transcribing his own commentaries and interviews with dignitaries. He also plans to file overhead wire copy daily.

WLS Chicago—Will use wire recorder to transcribe interviews with dignitaries and farm economic experts, pointing material to the food and agricultural angle as well as events and proceedings especially pertinent to midwest interest and economics. Station also will cover by overhead wire to be used on regularly schedule newscasts. All coverage will be sustaining. WLS has comprehensive pre-Conference scheduled, beginning April 2, including shortwave broadcasts from several nations to be represented and interviews with delegates passing through Chicago. Covering for WLS and the "Prairie Farmer" will be John Strohm, WLS agricultural reporter and managing editor of the "Farmer" and Harold Safford, WLS program director.

AFL Series

FOLLOWING the conclusion March 31 of the 13-week CIO Saturday afternoon series, *Job for Tomorrow*, CBS on April 7 starts *Builders of Victory*, an AFL series, for 13 weeks in the same period, 3:45-4 p.m. New series will be devoted to the Seabees. Series will feature interviews with Seabees at overseas posts.

WINN

LOUISVILLE

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050 - 50,000 WATTS

Merger Hearing Resumes Tuesday

Gen. Ingles Favors Voluntary Partial Consolidation

IRKED because the State Dept. was not prepared to present its testimony, Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee last week postponed until Tuesday (April 3) hearings before a subcommittee on a proposed merger of international telecommunications.

Francis Colt de Wolf, chief of the State Dept. Telecommunications Division, advised Sen. Wheeler on Tuesday that Assistant Secretary of State William L. Clayton couldn't be ready until Saturday. Chairman Wheeler caustically remarked that the State Dept. had been preparing its evidence for two years but when the committee was ready to hear it, State Dept. wasn't.

Voluntary Merger

Maj. Gen. Harry C. Ingles, USA, Chief Signal Officer, put the War Dept. on record as favoring a voluntary consolidation of some international carriers, but he proposed no definite plan, as had the Navy Dept. [BROADCASTING, March 26]. Gen. Ingles said the Army's sole concern is national defense and in that respect it does have a direct interest in international commercial communications.

He estimated the Army has about $162,000,000 worth of equipment, much of which can be converted to private enterprise after the war. He discounted disputes between the Army and commercial enterprises over spectrum space and said that commercial enterprise always would want more frequencies but that private interests would not be handicapped by Army needs.

Under questioning by Sen. White (R-Me.), ranking minority member of the standing committee, Gen. Ingles said he felt a partial merger would ease the demands for frequencies.

Charles I. Stanton, deputy administrator of the Civil Aeronautics Authority, said CAA was interested only in aircraft communications and navigational aids. He was not convinced, he testified, that a complete merger as proposed by the Navy would solve any problems and could see no demonstration of efficiency in such a consolidation, he added. Although there are not sufficient frequencies to meet all demands, Mr. Stanton said, he believed that some channels are not being used to capacity. He expressed concern that there are not enough frequencies for direct international broadcasting and that some may be taken from aviation as a result. He pointed out that the leading nations are planning to expand international broadcasting after the war.

NURSE RECRUITING CREDITED TO RADIO

STATIONS in the Minneapolis-St. Paul area through cooperation with the OWI Domestic Branch Radio Bureau have been given credit for all the nurses recruited there during March and over half of those recruited since the first of the year.

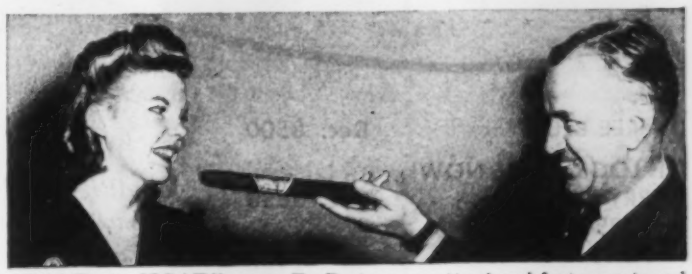
Since Jan. 1 a total of 294 nurses in the Twin Cities have applied for commissions in the Armed Forces and a check by local hospitals revealed that more than half were prompted by the appeals broadcast by stations in the vicinity. The Hennepin County Red Cross Chapter in a letter to Mrs. Hayle S. Cavanor, OWI regional chief in Minneapolis and formerly of WCCO, reported that 40 nurses were recruited in March and since other publicity prevalent earlier in the year has died down, the Red Cross chapter is certain radio alone is responsible.

WRC News Sponsors

WRC Washington commentators Morgan Beatty and Arthur J. Bergman have signed 52-week contracts with new sponsors. The former's 1:45-2 p.m. network news spot has been taken twice a week by Washington's First Federal Savings & Loan Assn. through Courtland D. Ferguson agency. The latter is being sponsored by the Adam Scheidt Brewing Co., 6:30-6:35 p.m. six days a week. Lawrence I. Everling is the agency.

NOWHERE is the personal quality of radio better demonstrated than on Tom Breneman's Breakfast in Hollywood. Without theatrical effects or sophisticated chatter, he compliments his guests for being real people. So, when Motion Picture Daily revealed that in the opinion of many radio editors, "Breakfast" was the best morning show on the air, it pinned an orchid on the man who makes a career of pinning them on others. Printers' Ink adds its congratulations here.

COMMERCIALLY speaking (Kellogg's Pep and Procter & Gamble's Ivory Snow are the commercial guests at this Blue Network breakfast table), the success of the program seems to depend more on delivery than on formula. Routine business on the show never varies. The guests, both studio and listening, anticipate every course and relish the ingredients. This is another tribute to Mr. B because people familiar with the recipe, learn to be very critical of the cook.



"HAVE A CIGAR" says T. B. to a pretty breakfast guest and everyone chuckles. "Have some helpful ideas" says Printers' Ink but P. I. is serious and so are its more than 15,000 readers. They expect first quality advertising and marketing help from the first publication in the field. Since 1888 they haven't been disappointed. Like the breakfast guests on the Blue, Printers' Ink's readers are familiar with the recipe and critical of the cook.

Part of the Printers' Ink list of more than 15,000 subscribers is apportioned like this; at Kellogg and Kenyon & Eckhardt, 17 subscriptions; at Procter & Gamble and Compton, 17 subscriptions; at the Blue Network and its affiliated stations, 41 subscriptions.

We believe most people know of P. I.'s important circulation, know both its quality and quantity. We think they know that Printers' Ink carries more pages of every kind of media advertising, yes, even radio advertising, than any other publication in its field. We won't go into the score here but we will say this: Most advertisers find it profitable to use the medium their customers and prospects like best and you will find it worth while to follow this pattern. You can reach most important advertising and marketing people best when you **buy P. I. first.**

". . . and WFDF Flint says it's April Fool, sir."

Antenna Systems Proposed as Subject At FCC's Hearing on Clear Channels

ADDITION of antenna systems to the issues of the forthcoming clear channel hearings before the FCC May 9 was suggested by John Barron, Washington consulting engineer, in a letter to the Commission last week.

Eight stations and one group had filed for appearances as BROADCASTING went to press and one other sought permission to file a memorandum. Indications were that the hearings will begin as scheduled, but it appeared likely the FCC would continue them, once under way, to permit three engineering committees to complete their studies looking towards possible new standards [BROADCASTING, March 26].

Deadline for filing appearances was April 2. Among those who plan to file but whose papers were not on record last week are the Clear Channel Broadcasting Service, of which Louis G. Caldwell, Washington, is general counsel, and the Regional Broadcasters Committee, successor to the National Assn. of Regional Broadcasting Service, represented by Paul D. P. Spearman, Washington counsel.

Issue 8

In his letter Mr. Barron recommended that the Commission include antenna systems in Issue 8. Issue 8 is to determine what changes the Commission should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear channel station.

"Clear channel station could operate more effectively with directional antenna systems at night," wrote Mr. Barron, "thereby permitting such stations to render satisfactory service to certain areas and at the same time permitting simultaneous use of the frequency by one or more additional stations. Many clear channel stations will use antiquated and inefficient antenna systems." He suggested the FCC require that all clear channel stations use "modern and efficient antenna systems".

Following are the filings as of last week, with witnesses:

Westinghouse Stations Inc. (WBZ Boston, WBZA Springfield, KDKA Pittsburgh, KYW Philadelphia, WOWO Fort Wayne, KEX Portland, Ore.)—Walter C. Evans, vice-president, will testify on general policy; Lee B. Wailes, general manager, on programming and economic matters; A. D. Ring, Dwight A. Myer and Ralph N. Harmon on engineering, "with particular reference to the necessity of providing clear channel service".

KWKH Shreveport—A. Earl Cullum Jr.; W. E. Antony.

KTHS Hot Springs, Ark.—A. Earl Cullum Jr.; W. E. Antony.

KSL Salt Lake City—Witness undetermined.

WCAU Philadelphia—Isaac D. Levy.

WBAP Fort Worth—Witness undetermined.

WWSW Pittsburgh—Witness undetermined.

KOMO Seattle—A. D. Ring.

WLW Cincinnati—Witness undetermined.

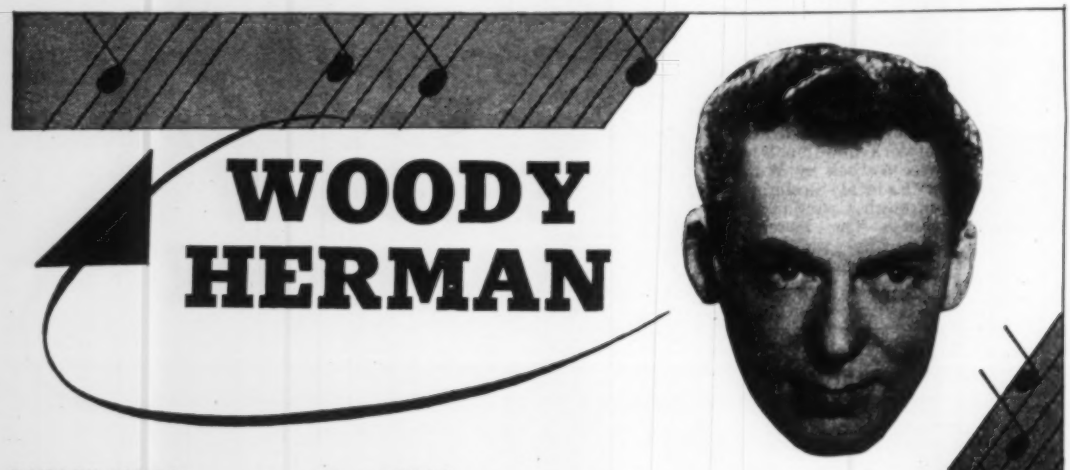
WLIB Brooklyn—Seeks permission to file memo.

Praise for WTAG

GREETINGS from the BBC were sent by Director General William J. Haley, of the British organization, to George F. Booth, president of WTAG Worcester, Mass. on the conclusion of WTAG's *Worcester & the World* weeks. The cable was read at a dinner at which Mrs. Franklin D. Roosevelt and ambassadors of many nations were guests.

ASCAP Meeting

GENERAL ANNUAL meeting of ASCAP will be held the afternoon of April 5 at the Ritz-Carlton Hotel, New York, followed by the Society's annual dinner in the evening.



WOODY HERMAN

DUPREE BLUES	Dec. 3500
OH LOOK AT ME NOW! / HURRY BACK TO SORRENTO	Dec. 3630
CALDONIA	Col. 36789
CHIAPANECAS	Dec. 4176
MISIRLOU / BY-U BY-O	Dec. 4024
FORT WORTH JAIL	Dec. 4293

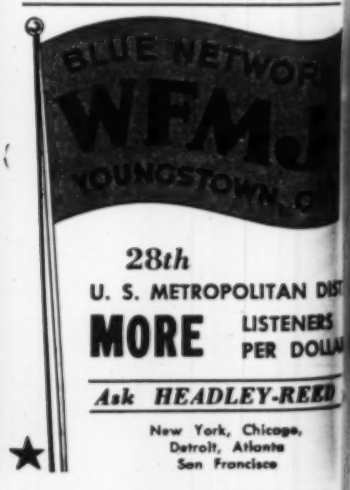
CLARINET-PLAYING maestro of the "band that plays the blues," Woody Herman has come a long way since the days when he toured vaudeville in a solo act at the age of 11.

Born Woodrow Wilson Herman in Milwaukee, he fronted a local band as a child of ten. Since forming his own outfit in 1936, Woody has consistently held a top position among the ranks of popular bandleaders.

For the complete list of BMI-licensed titles recorded by Woody see your BMI DISC DATA, or write for this special service.

BMI

NEW YORK CHICAGO HOLLYWOOD



28th
U. S. METROPOLITAN DIST
MORE LISTENERS PER DOLLA

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

Video's Power as Advertising Medium Said to Offset Attention Limitations

GREATER commercial value and selling power will offset the fewer "attention hours" obtainable by television programs and enable video broadcasting to become, before long, "a self-supporting, profitable, advertising medium", it was predicted last week by Mort N. Lansing, radio specialist, Bureau of Foreign & Domestic Commerce.

Mr. Lansing

Surveying the postwar outlook for television and FM, Mr. Lansing, formerly with the WPB Radio & Radar Division, sees interesting program opportunities to attract the buying public, including televised fashion shows, appliance and gadget demonstrations, and exhibition of consumer goods more effectively than by catalogue. He believes that color video should be especially valuable in promoting sales of fabrics, furniture and household furnishings.

Seller's Market

Mr. Lansing expects that postwar television receivers will cost approximately 50% more than AM receivers of comparable quality and that AM-FM sets will cost about 25% more than AM receivers of equivalent models. The backlog of business since 1941, he feels, will bring about a seller's market "but after the accumulated demand has been satisfied, there will be much competition among the various radio manufacturers to keep busy their tremendously expanded facilities".

Weighing such factors as prices, proposed new stations and increased coverage, delayed purchases to await "futuristic" models, and the increasingly larger proportion of total sales to be accounted for by television and AM-FM receivers, Mr. Lansing expresses the view that "at least on a short time basis FM will be much more important than television on account of its more general utility and the fact that sound broadcasting techniques have already been developed. As television broadcast techniques are perfected, television sales will become increasingly larger."

Prior to assuming his present post in the Government, Mr. Lansing served in various engineering capacities in the Signal Corps Laboratories and the Office of the Chief Signal Officer. He had previously been affiliated with Gross Brennan Inc., Walter S. Lemmon and Sperry Gyrosrope.

Lubcke Upholds FCC

HARRY LUBCKE, television director, Don Lee Broadcasting System, Hollywood, told the Society of Television Engineers that the FCC television allocations proposal had been approved by the greater part of the industry. He described as a crying need, resumption of television receiver production under standards almost completed by the RTPB and FCC and asserted: "If receiver manufacturers are wise they will employ the improved parts developed during the war and will not attempt to produce to meet a corner drug store price level."

New Blue Series

AMERICAN Broadcasting Co. (Blue Network) is preparing a series telling the story of American management in similar way that the network's *Labor-USA* presents labor's viewpoints. Series will be broadcast on the same 52-week basis as the labor series, he said. The latter is broadcast Saturday 6:45-7 p.m. The network hopes to do the same thing with Government and with Peace, placing at the disposal of suitable spokesmen a weekly period throughout the year in which to keep the public informed.

FRANK H. McINTOSH, consulting radio engineers, moved into expanded quarters at 710 14th St. N.W. Washington last Wednesday. The firm formerly was in the Shoreham Bldg. New quarters include the entire fifth floor. Telephone remains the same: MEtropolitan 4477.

WROK

WILL DO A JOB FOR YOU IN

ROCKFORD, ILLINOIS

METROPOLITAN POPULATION NOW 111,000
1944 RETAIL SALES—$85,975,000

1000 WATTS • BLUE NETWORK • REP.—HEADLEY-REED

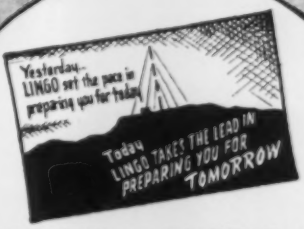
*Again Available!

LINGO

VERTICAL TUBULAR STEEL RADIATORS

*AVAILABLE NOW ONLY TO THOSE WITH PROPER PRIORITY—READY FOR QUICK SHIPMENT TO ALL, THE MOMENT PRIORITY RESTRICTION ARE LIFTED. . .

There's a Lingo Radiator and supporting pole for every need and purpose in standard heights —100 to 500 feet—for AM, FM, Television and other UHF uses. Immediate shipment to those with necessary priority. We invite your inquiries, whether your installation is large or small — for today or tomorrow.



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JOHN E. LINGO & SON, INC.
Est. 1897
CAMDEN, NEW JERSEY

IN MIAMI (Dade County) TODAY

383

MANUFACTURING* PLANTS
GOING FULL BLAST
12 MONTHS A YEAR!

Miami's industrial and commercial plants have an annual payroll of $93,350,288.

*A diversified industry, manufacturing almost everything from men's and women's apparel to airplane parts and ships . . .

WIOD
MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

WJW
CLEVELAND
BASIC BLUE NETWORK
850 KC 5000 WATTS
REPRESENTED NATIONALLY BY
HEADLEY-REED COMPANY

COMMENTATOR BAN STIRS UP PROTEST

MARCH 1 ban on locally-sponsored news commentators by KFI Los Angeles [BROADCASTING, Feb. 12, 19] has resulted in a storm of protest by labor, political and citizens groups which was climaxed last Tuesday by a resolution on the House floor asking that KFI reconsider its policy. The move was instigated by Rep. Ellis E. Patterson (D-Cal.) and co-signed by a non-partisan group of his colleagues.

Mr. Patterson stated in his speech before the House that the station arbitrarily put off the air six commentators whose views do not coincide with those of the station's owner, thus financially affecting the sponsors and denying to the public desired information from well-known and favored news analysts. The resolution said that public resentment was displayed to the congressmen and the FCC by voluminous mail and because it was "felt this is censorship on a medium of public communications" it was resolved that KFI be urged and advised to "look into its present policy to determine if this policy is in the public interest."

The FCC previously asked the reason for KFI's policy and was informed that it was felt adequate and more competent service was being supplied by its own staff and NBC programs. The complainants, including the local CIO Political Action Committee, felt that the move was political and anti-labor. The Commission decided the move does not raise any question under the Communications Act but said it does review for objective presentation of programs when renewing licenses and could then take action under the precedent set in the Mayflower case ruling.

It is understood KFI is preparing a statement in answer to the resolution. Included in the reply probably will be the argument that a sustaining public forum has been instituted in lieu of the commentators and on the first program last Wednesday 9:30-10 p.m. the CIO took one side of a debate on California health insurance.

Vincent Bendix

VINCENT BENDIX, 62, inventor, founder of Bendix Aviation Corp. and president of Bendix Helicopters, Inc., died last week in New York from coronary thrombosis. Among his inventions were the Bendix self-starter drive, generators, radio direction apparatus for ships, magnetos, laundry machinery, landing gears, the four-wheel automobile brake and the modern helicopter.

Guest to Pacific

COL. WESLEY T. GUEST, director of the Plans & Operations Divisions of the Signal Corps and its radio liaison officer for many years, last week was ordered to the Pacific theatre on an important assignment. His successor at headquarters has not been designated. Col. Guest was an important figure on the Board of War Communications and the Interdepartment Radio Advisory Committee and has attended practically all of the international radio and telecommunications conferences as one of the War Department's chief representatives.

LeGate Heads FAB

JAMES M. LeGATE, general manager of WIOD Miami, was elected president of the Florida Assn. of Broadcasters at its annual meeting in Jacksonville. Glenn Marshall Jr. of WFOY St. Augustine was chosen first vice-president and G. G. McBride, WDBO Orlando, second vice-president. Fred Mizer, WQAM Miami, was elected secretary-treasurer for a third term. Jack Hopkins of WJAX Jacksonville was named first director and Teresa M. Myers, WTAL Tallahassee, and E. O. Ward, WLAK Lakeland, were elected directors.

Mr. LeGate

TECHNICAL

LT. TED WOODWARD, former engineer of WFIL Philadelphia who has been overseas two years, has received the Bronze Star with Oak Leaf Clusters and a Presidential Citation.

VERA IMMEL of the WWSW Pittsburgh control room is leaving the station to join her husband who is with a Gulf Oil Corp. field crew.

J. D. BLOOM, WWL New Orleans chief engineer, is the father of a girl.

LEROY GREEN, chief engineer of WELO Tupelo, Miss., is former high school teacher of **LT. INEZ McDONALD,** Army nurse just returned to her home near Tupelo after liberation from the Santo Tomas prison at Manila.

CAPT. RAY LIMBERG, former NBC central division field engineer now attached to the Army Signal Corps, is the father of a boy.

EDWARD C. LOCKWOOD, radio engineering officer with the 1st Mobile Broadcasting Co. and former engineer of WLW Cincinnati, has been promoted to captain.

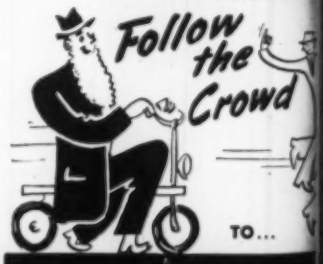
ELPHIN RANN has joined the technical staff of WINN Louisville as chief engineer.

DANIEL McMILLIN and **GEORGE S. THOMPSON** are new control operators for WIOD Miami.

DICK EBERZ has joined the engineering department of WIBG Philadelphia.

TELECOMMUNICATIONS development in Mexico is receiving the attention of the Department of Commerce with a powerful radio station one of the aims. Automatic telegraph transmitters and receivers are to be installed as soon as available.

For TAILOR-MADE SPOTS and PROGRAMS



TO...

U.S. RECORDING CO
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

FCC Surveying Effects on Receiver Costs of Moving FM Band Upward

WITH THE FATE of FM still undetermined, the FCC has made last-minute attempts to glean every iota of information regarding the possible economic effects of moving the new broadcast service upward in the spectrum, it was disclosed last week.

Under date of March 12 the Commission sent to all manufacturers a letter seeking additional information on the relative costs of manufacturing FM units for an 18-mc band beginning at 44 mc and an 18-mc band starting at 84 mc. Although members of the FMBI, who have protested moving the FM band upward, felt the 44-mc request was significant, Dallas W. Smythe, chief of the economics division, FCC, said it had no significance.

"It might well have been 42 megacycles," he explained. The Commission felt more specific data than that given at the allocation hearings last fall and at oral argument in late February and early March would be of help in determining the economic factors involving FM, according to reports.

Estimates Requested

"The Commission would like to obtain more specific information on the question whether it will cost more to build an FM receiver with a band beginning at 84 mc than it would if the band began at 44 mc, assuming in both cases a total band of 18 mc to be covered," said the FCC letter under the signature of T. J. Slowie, secretary. Each addressee was assured replies would not be used "in any way which will disclose your identity in connection with your estimates". Specifically the Commission asked this information:

"State your estimate of the difference if any between the retail value per unit of an FM receiving set capable of receiving over a band of 18 mc beginning at 44 mc and an FM receiving set capable of receiving over a band of 18 mc beginning at 84 mc under the following assumptions in each case: (a) 1945 cost conditions; (b) production to be at rate which will provide optimum utilization of plant capacity available after cessation of hostilities; (c) receiver to be an AM-FM combination retailing at about $75; (d) receiver to be built to specifications which you would probably adopt for your postwar product.

State the composition of this difference in price (if any) in terms of additional components, different types of components, labor, retail and wholesale markup, etc.

State whether the price difference would be the same for combination sets regardless of the price class of the set and if the answer to this is no, state how the price difference would vary with retail price.

Reports Due Soon

All information was to have been in by last Monday, according to the letter. Whether the FCC planned to place the results of its latest survey in the record could not be determined, although it was pointed out that several questions with reference to the cost of building receivers in the present band and in the proposed 84-102 mc band were vague.

The receiver committee of RTPB Panel 5 (FM) reported minutes of several meetings and witnesses representing various manufacturers testified the increased cost to the public of moving FM upward would be from $4 to $30 per FM unit.

Meanwhile, it was indicated that final allocations above 25 mc and a proposed report below 25 mc would be released within the next two weeks. The Commission staff is said to be eager to get as much of the allocations as possible cleaned up before delving into the clear channel hearings, which are slated to begin May 9.

A series of conferences has been held between the FCC and the Interdepartment Radio Advisory Committee, with reference to the proposed allocations below 25 mc and the final report above 25 mc. It is reported that the only stumbling block in the way of a final decision above 25 mc is the location of FM.

Jett Ill

COMMISSIONER E. K. Jett of the FCC was confined to his home in Chevy Chase, Md., most of last week by the flu. He was at his office on Monday, but was forced to forego the regular Tuesday Commission meeting.

KPO Institute

THE THIRD summer institute to be conducted by Stanford University and KPO-NBC San Francisco will open June 21, John W. Elwood, manager of KPO announced. This year's classes, it is expected, will hold special interest for returned servicemen. Courses will include acting, announcing, radio writing, production, control room operation, radio for teachers, and similar fields, with members of the Stanford faculty and of the KPO staff as instructors. Applicants for enrollment may write to Mrs. Inez G. Robertson, Stanford University, Palo Alto (Cal.) or KPO San Francisco.

CATHOLIC Radio Week, April 8-14, will emphasize the fundamentals necessary for a lasting peace when various state networks will carry a series of broadcasts on the topic.

"If a tree falls and no one is there to hear it, does it make a sound?"

"If a product is advertised on the air, and only a small audience listens, will it sell?"

Your sales message on WCBM will sell. WCBM is Baltimore's listening habit.

The Blue Network Station

WCBM

BALTIMORE

JOHN ELMER, President — GEORGE H. ROEDER, General Manager

FREE & PETERS, Inc., Natl. Rep.

NBC Station For WINSTON-SALEM GREENSBORO & HIGH POINT

5000 WATTS 600 KC.

WSJS

Represented by HEADLEY-REED CO.

PEORIAREA Moves the Earth

...WMBD Moves Your Products

"Change the Paint, Joe... We're Producing for Civilians, Now!"

Changing the color of the paint will virtually transform Peoria's industrial production from war to peace. For to earth-moving equipment, a bomb crater is the same as a hole in a cow pasture . . . it takes the same kind of machine to fill both.

This means there'll be no reconversion delay in Peoriarea—no sales lag. Actually, there's likely to be a sales leap. Postwar will be the reconstruction period—and Peoriarea makes construction equipment.

Although Peoriarea is a BIG market today, it's likely to be a BIGGER market tomorrow. So grow with us...

Peorians Have the WMBD Habit!

WMBD serves industrial Peoria and all Peoriarea—16 counties in the heart of the rich Illinois cornbelt with a population of over 600,000. WMBD's audience in Peoriarea is greater than all other stations combined, as revealed by Hooper and Conlan surveys.

FREE & PETERS, INC. National Representatives

WMBD Member CBS

PEORIAREA Pop.614,200

Folks
Turn First to—

WWL
NEW ORLEANS

50,000 Watts
Clear Channel

CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

WLW
700 ON YOUR DIAL

THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 24 TO MARCH 30 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

MARCH 27

590 kc KTBC Austin, Tex.—Granted vol. assgn. license from State Capital Broadcasting Assn. to Claudia T. Johnson.

1340 kc WBRW Welch, W. Va.—Granted vol. transfer control from J. W. Blakely, Gladys H. Blakely and J. Read Werness to Joe G. Hunt, W. R. Keyser, Ellis Landreth, Clarence H. Frey and Robert O. Greever.

1450 kc WLAP Lexington, Ky.—Denied special service authorization 630 kc 100 w N 250 w LS for period ending 10-1-45.

NEW-1240 kc Baron Broadcasting Co., Wilkes-Barre, Pa.—Adopted order designating for hearing application for new station 250 w unlimited.

Following stations granted license renewal on temp. basis only pending determination license renewal application, not later than 6-1-45: KASA KAVE KDLR KDON KFBC KFJI KFOR KGBS KGY KHBG KICA KICD KIUL KMAC KOCA KOVO KPFA KPPC KROY KVSO KWAT KWIL KXOX KYUM WATN WBBL WBIR WBML WCOU WCOV WCRW WEBQ WFOY WGAC WGCM WGGA WGRM WHBU WIBU WINK WINN WJBY WJEJ WJIM WKOK WLAG WMFG WPAX WRAL WSAY WSBC WSLS WSNJ WSNY KWJB KWLC KWOS KWRC.

Following stations granted further extension of license on temp. basis only pending determination license renewal application, not later than 6-1-45: KDAL KELA KELO KFJB KFMB KHBC KSWO KTUL KWNO WAYX WBLJ WCAX WCBT WCLO WDSM WFIN WHBY WHKK WIBG WIBX WISE WJBC WLOF WMBD WMRO WNEW (and aux.) WOLS WOV (and aux.) WPRA WROX WTOL WTAQ KGDE.

WOKO Albany, N. Y.—Present facsimile broadcast station license further extended on temp. basis for period ending 6-1-45 pending determination license renewal application (W2XWE).

Radio Corp. of America, Camden, N. J.—Granted further extension of license for experimental television station (W3XEP) on temp. basis only, pending determination license renewal application, not later than 6-1-45.

New Jersey Broadcasting Corp., Jersey City, N. J.—Granted CP new developmental station to operate on frequencies to be assigned by FCC.

Cowles Broadcasting Co., Washington—Denied application for CP new developmental station.

Cowles Broadcasting Co., Des Moines—Same.

Northwest Broadcasting Co., Minneapolis—Same.

Massachusetts Broadcasting Corp., Boston—Same.

MARCH 29

Following stations granted extension of license on temp. basis only pending determination license renewal application, not later than 5-1-45: KADA KANS WPAT WJDX WGBB WOMT WJMC WEDC KBIZ WTAX KFUN WLOK WSOC WJTN.

DOCKET ACTIONS

MARCH 28

WOKO Albany, N. Y.—Adopted order making final proposed findings of fact and conclusions and denying application for license renewal. Effective date 4-27-45.

WOV New York—Announced proposed findings of fact and conclusions to deny transfer of control from Arde Bulova and Harry D. Henshel to Murray and Meyer Mester.

ACTIONS ON MOTIONS

MARCH 28

John H. Stenger Jr., Wilkes-Barre, Pa.—At request of petitioner withdrawn petition for inclusion in hearing record in Wilkes-Barre cases (Docket 6169, 6170, 6171, 6723) of additional exhibits.

1490 kc KFFA Helena, Ark.—Granted motion to dismiss without prejudice application for CP change 1490 kc to 1230 kc 250 w unlimited.

NEW-1570 kc The Central Valley Radio, Lodi, Cal.—Denied without prejudice motion insofar as it seeks to amend application so as to change requested 1600 kc to 1570 kc; granted motion insofar as it asks leave to amend application; denied without prejudice motion insofar as it requests that amended application be removed from hearing docket.

Ronald B. Woodyard, Utica, N. Y.—Granted petition for leave to intervene in hearing on application of Copper City Broadcasting Corp., Rome, N. Y., for new station.

Applications . . .

MARCH 26

NEW-Channel 3 Travelers Broadcasting Service Corp., Hartford—CP new commercial TV station Channel 7 ESR 1210, amended to request Channel 3 as proposed in allocation (60-66 mc).

Courier-Journal & Louisville Times Co., Eastwood, Ky.—CP change assignment W9XEK.

1230 kc WRBL Columbus, Ga.—Vol. assgn. license from Columbus Broadcasting Co. to J. W. Woodruff, J. W. Woodruff Jr. and E. B. Cartledge Jr. d/b Columbus Broadcasting Co.

600 kc KSJB Jamestown, N. D.—Acquisition of control by John W. Boler through purchase 72 sh common stock.

NEW-Channel 1 WDAF Kansas City—CP new commercial TV station, Channel 1 as proposed in allocation (44-50 mc), ESR 2455.

MARCH 28

NEW-1450 kc Orangeburg Broadcasting Corp., Orangeburg, S. C.—CP new standard station 250 w unlimited.

NEW-1230 kc Corinth Broadcasting Co., Corinth, Miss.—CP new standard station 250 w unlimited.

NEW-1300 kc Broadcasting Corp of America, North of Brawley, Cal.—CP new standard station 1420 kc 1 kw unlimited, amended to request 1300 kc 1 kw D 500 w N.

1230 kc KPHO Phoenix—Acquisition of control by Rex Schepp through purchase 216 2/3 sh from Central Newspapers Inc.

MARCH 29

1230 kc WMFR High Point, N. C.—Vol. assgn. license from Radio Station WMFR to James E., Helen M., James E. Jr., Ralph M., Frank S. and Molly R. Lambeth d/b Radio Station WMFR.

NEW-49.5 mc Mark K. Wilson, Chattanooga—CP new FM station, 16,826 sq. mi., $51,300 estimated cost.

MARCH 30

1240 kc WGBB Freeport, N. Y.—Mod. license change hours operation from ST-WFAS to unlimited.

1330 kc WFIN Findlay, O.—Vol. assgn. license from Findlay Radio Co. to Fred R. Hover tr/as Findlay Radio Co.

NEW-Channel 4 WHKC Columbus, O.—CP new commercial TV station, ESR 1030.

NEW-Channel 5 WHKK Akron, O.—CP new commercial TV station, ESR 970.

NEW-47.1 mc WHKK Akron, O.—CP new FM station, 4,500 sq. mi., $53,600 estimated cost.

1230 kc WJBC Bloomington, Ill.—Involuntary assgn. license from Arthur Malcolm McGregor, Dorothy Charlotte McGregor, and Hugh L. Gately d/b Radio Station WJBC to Arthur Malcolm McGregor and Hugh L. Gately d/b Radio Station WJBC.

GENERAL ELECTRIC'S electronics department has announced a new beat frequency audio oscillator, Type AO-2, to simplify measurements of audio amplifiers and radio receiver fidelity. E. E. Williams, sales manager has announced. The unit provides a stable sine wave, continuous variable frequency from 5 to 15,000 cycles per second.

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Abeyance Asked On WOW Decision

PREPARED with the assistance of Charles R. Denny, general counsel and Harry M. Plotkin, assistant general counsel of the FCC, a brief filed last week by the Solicitor General at the request of the U. S. Supreme Court suggests that the Supreme Court of Nebraska should hold its judgment in abeyance on the case of Radio Station WOW Inc. [BROADCASTING, March 5]. The brief suggest this action until the Woodmen of the World Society may seek to resume operation of the Omaha station or attempt to sell it to the same or a different party upon terms consistent with state law.

This conclusion is reached as a means to separate action on the physical property of the station and the license without disconnecting the two in fact. It is further suggested that whatever operation may be decided upon, may then, after approval by the court, be submitted to the Commission for transfer of license. If the Commission consents the State court may enter an appropriate order with respect to the physical property. If license transferral is withheld, adjustments may be made which will bring an acceptable proposal.

Numerous decisions are cited to uphold these conclusions. First, it is shown that even as respects utility property, liens may be enforced if the public service is not thereby endangered and that the courts have jurisdiction over the physical property of stations notwithstanding licenses issued by the Commission. Also, the brief states, the Act contains no provision for continuance of broadcasting until permission to abandon service is obtained, freuently the case with utilities.

The ruling of the state supreme court, the brief says, went too far in setting aside the license and it should be directed to eliminate all provisions relating to this. Otherwise the Commission's jurisdiction is invaded and WOW would be prevented from opposing the return of the license to the insurance company or from applying for a new license to operate a station on the same frequency, should it get equipment.

BMB Signs 88% at Chicago Meeting For 474 Total; Big City Opposition

THE BIG CITIES still look skeptically upon BMB despite the fact that Hugh Feltis, president, signed up 88% of the stations registered for the 9th District meeting of the NAB in Chicago last week.

Of the stations signing, only one Chicago outlet—WGN—pledged its support. In New York, it was recalled, where first opposition to the plan developed, 15 of 36 stations signed. There are 15 stations in Chicago. Glenn X. Snyder, general manager, WLS, said late Friday his station would support BMB.

With the addition of the Chicago subscribers and those who had signed contracts at the 7th District meeting in Cincinnati two days earlier, total supporters now are 474.

In Cincinnati, also, only one Queen City station signed—WKRC—the remainder of the subscribers being drawn from outlying cities in Ohio and Kentucky. It was understood that WLW, in withholding its support, presented to Mr. Feltis a bill of complaint to which the BMB president said he would reply after consultation with his board.

Some considered it significant, foreshadowing things to come, that WGAR Cleveland did not sign in Cincinnati. The outlet is a sister station of WJR Detroit, both owned by G. A. (Dick) Richards. The WGAR attitude, it was thought, might reflect a similar skepticism on the part of the Detroit outlet. A third Richards station, KMPC Los Angeles, is a subscriber. Detroit, it is generally conceded, will be the most difficult selling job Mr. Feltis will encounter. District 8 meets there April 2-3.

Frank Schreiber, general manager of WGN Chicago upon signing said: "We consider BMB to be the first effort of the industry to establish a sound basis of self-evaluation."

Stations signing in Cincinnati:

Kentucky: WLBJ Bowling Green; WOMI Owensboro; WKRC. Ohio: WHK Cleveland; WCOL Columbus; WING WHIO Dayton; WFIN Findlay; WPAY Portsmouth; WIZE Springfield; WSPD Toledo; WFMJ Youngstown; WHIZ Zanesville; WHKK Akron. Those in this district pledging support before the meeting — Kentucky: WMCI Ashland, WLAP Lexington; Ohio: WICA Ashtabula, WHBC Canton, WHKC Columbus, WLOK Lima, WMRN Marion, WSTV Steubenville, WKBN Youngstown.

Stations signing in Chicago:

Illinois: WTAX Springfield, WROK Rockford, WTAD Quincy, WJBC OSC Cairo, WTMV E. St. Louis. Wisconsin: WOMT Manitowac, WHBL Sheboygan, WJRN Racine, WOSH Oshkosh. Missouri: KFVS Cape Girardeau. Those in this district pledging support before the meeting—Illinois: WDAN Danville, WEBQ Harrisburg, WHBF Rock Island, WCBS Springfield, WDZ Toscola. Wisconsin: WCLO Janesville, WTMJ WMFM Milwauee.

At the Chicago district meeting, delegates agreed to refer the Illinois radio libel bill to the Resolutions Committee for study and went on record in opposition to it. J. Harold Ryan, president, and Lewis H. Avery, director of broadcast advertising, NAB, addressed the Cincinnati and Chicago meetings.

Presiding at Cincinnati was Nathan Lord, general manager of WAVE Louisville and district director; at Chicago, Leslie C. Johnson, general manager of WHBF.

They Run the Place

Listeners have the "say" when it comes to WAIR program policies. That's why this "peoples' " radio station is the stand-by of every age and class in this big-money market.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

IN PHILADELPHIA
1ST. IN SPORTS
10,000 WATTS
DAY & NIGHT
Philadelphia's Most Powerful Independent
WIBG
SELLS! SELLS! SELLS!

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG - CANADA
"THE DOMINION NETWORK"

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

1st CHOICE IN CHATTANOOGA IS
WDOD
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES
first IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Male announcer. General studio routine, including news at modern southeastern regional. $37.50 for 40 hours. Opportunity for increase. Qualifications and when available, please. Box 342, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Studio recording and transmitter engineers for regional NBC affiliate. NABET scale. Reply Box 420, BROADCASTING.

Wanted—Salesman. Outstanding independent station in middlewest seeks commission salesman of proved ability and integrity. Right man can earn $10,000-$12,000 a year. Send complete details first letter, in confidence, to Box 429, BROADCASTING.

Announcer-newscaster—Wanted by basic major network affiliate in northern New England. Box 459, BROADCASTING.

First class engineer wanted for progressive 250 watt Blue-Mutual station in northeast Texas. Send qualifications and salary requirements to Box 466, BROADCASTING.

Wanted—Operator, first class license. Immediately. Send complete story first letter. Permanent. Box 472, BROADCASTING.

Wanted—Announcer. Give complete details first letter. Immediate opening. Box 473, BROADCASTING.

Have permanent position open for first or second class license. Time and half over forty hours. Apartment available at transmitter if desired. If interested write or wire. Box 474, BROADCASTING.

Midwest agency in city of 300,000 needs aggressive young man or woman to handle the radio business we already have and develop new accounts. Must be a combination of salesman, showman and copywriter. A real opportunity to go places with a fast growing agency. Box 476, BROADCASTING.

If you are a good musical clock man we can use you. Excellent opportunity. Let us know what your experience has been, also salary expected and draft status. Box 477, BROADCASTING.

Announcer for splendid position in southeastern Blue affiliate. Congenial, permanent staff to work with. No board work, no continuity. Excellent opportunity for man with production ability. Salary $45 per week. Box 478, BROADCASTING.

Wanted—Continuity writer. Not for spots alone, but a writer capable of handling continuity department and converting ideas into finished program. KGNC, Amarillo, Texas.

Alaska broadcasting station has opening for operator announcer with first or second class license. Starting salary about $250. We pay transportation from Seattle on year contract. Write or wire Edwin A. Kraft, 708 American Bldg., Seattle, Wash.

Copywriter—If you are a gal radio copywriter, with commercial copy experience and want a permanent agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st floor, First Central Tower, Akron 8, Ohio.

Operator—First or second class license required. Good salary and working conditions. Send qualifications to WJIM, Lansing, Michigan.

Announcer-operator, third class. Permanent position with salary according to ambition. WMJM, Cordele, Georgia.

Wanted—Commercial manager—Excellent opportunity. Married man with family preferred. Fly-by-nights need not apply. For further details write Gerald J. Morey, WNLC, New London, Conn.

Wanted—Three first-class announcers, also program director for North Carolina's newest radio station. Phone, write or wire Nathan Frank, General Manager giving all details and when available. Radio Station WHNC, Henderson, N. C.

Transmitter engineer, 1st class license, guaranteed weekly earnings, $52 per week with 5 kilowatt CBS New England station in small city with better than average living conditions. Immediate opening. Box 484, BROADCASTING.

Help Wanted (Cont'd)

Several 1st or 2nd engineers. Pennsylvania. Permanent. Box 487, BROADCASTING.

Wanted—First class engineer. Permanent. Excellent opportunity for advancement. IKW Blue station. Give complete details first letter. WTJS, Jackson, Tennessee.

If you are an experienced announcer, copy writer or newsman interested in good opportunity with 5000-watt NBC outlet contact KTAR, Phoenix, Arizona, immediately.

Situations Wanted

Wanted—Position as radio announcer in Florida. Transcription furnished upon request. Box 453, BROADCASTING.

Producer-program director—10 years radio experience, six on networks. Thoroughly familiar with all phases of programming, production, and equipped to handle personnel responsibilities. Conscientious worker with initiative and originality. At present employed as producer-announcer at N. B. C. key station. Interested in making change for greater opportunity. Box 457, BROADCASTING.

Position wanted by capable trained staff announcer in Florida. Box 470, BROADCASTING.

MC (LIVE-RECORDS), SPORTS, NEWS, COMMERCIALS. 5 YEARS 5 KW-NBC. ONLY BONIFIDE OFFERS CONSIDERED. BOX 482, BROADCASTING.

National representatives—If connection open New York or Boston office would like arrange interview. Have very successful selling record and many radio executive contacts. Box 483, BROADCASTING.

Situations Wanted (Cont'd)

Attention — Two young men with twenty-one years broadcast experience between them available for employment at once, at present employed at 5000 watt CBS affiliate on eastern seaboard. Both being capable of handling programming, news, promotion, publicity, commercial announcing and production. Reasons for making change. We are seeking affiliation with live, wide awake radio station, one that expects to go places, to get one must employ both. Position must be permanent. Write or wire Box 471, BROADCASTING.

Announcer. Young. Single. Army discharge. College training. Can handle board, write some commercial copy. Seeking staff job. Box 475, BROADCASTING.

Outstanding copywriter, promotion man wants outstanding position eastern U. S. Washington or above. Station experience plus extra talent that spells r-e-s-u-l-t-s for your operation. Four years copy, advertising, script, publicity. Want a topnotcher? Write Box 479, BROADCASTING.

Announcer-producer. Limited experience local and major networks. Background of stage-MC-producer, dramatic director. Want radio production. University graduate in Business Administration. Age 24. Veteran. Disc available, references, I will state all facts first letter. I have versatility, what is your offer? Box 480, BROADCASTING.

Top flight emcee for platter or patter show. Network experience in straight announcing and news. Glib ad-lib. Record of proven results for stations and agencies. Desire permanent connection in large metropolitan market. Now engaged, but available. Salary $120 weekly. Married. 4F. For further details, write Box 481, BROADCASTING.

RESPONSIBLE
BROADCAST STATION
OPERATING ORGANIZATION
is seeking

TOP-FLIGHT *Radio Executive*
Capable of assuming general management

SALARY: $25,000 per annum
plus
Bonus Based on Earnings

(At current levels of Broadcast Advtg. this bonus is substantial)

Answers will Be Seen by Owners Only and will be Held in Strict Confidence

(Our organization has knowledge of this advertisement)

Write Full Particulars If You Qualify
to
BOX 500, BROADCASTING

Situations Wanted (Cont'd)

Assistant manager or program directo with ability and enthusiasm to ba up complete knowledge of progra ming and production. If you're inte ested in a man who has been educate and experienced in these phases radio, as well as others, who can hand personnel responsibilities and who wel comes the opportunity to give ma mum and well directed effort plea write Box 493, BROADCASTING.

Radio promotional writer, college gra uate, continuity, newspaper experienc Formerly advertising manager of depart ment store; now employed. Desires pub licity and public relations work. Bo 486, BROADCASTING.

Wanted—Manager's position with pr gressive east or midwest station. 4 married, three children. Sober, willing work. Ten years radio and theatre e perience, all phases. Available two wee after completing arrangements. Bo 485, BROADCASTING.

New York 4A copywriter seeks free-lan assignment. Box 488, BROADCASTING.

Available—Do you need top-rate statio executive whose experience of 15 yea includes: assistant general manager complete charge of station operations program director, continuity director personnel, inter-department organiz tion and set-up, music copywrit expert, talent chief, completely con versant with every phase of broadcast ing industry from executive standpoint Former newspaper writer-critic wit broad knowledge of publicity-promo tional procedures, qualified public re lations representative. A-1 reference draft exempt. Inquires confidential. Bo 489, BROADCASTING.

Some local station owner is looking fo manager with ability, sincerity, honest and thorough knowledge of station op eration. Young family man who eat and sleeps radio wants opportunity t keep station at height of efficiency. Bo 492, BROADCASTING.

Wanted to Buy

Wanted—Everything for 100 watt sta tion. Cash, trade, lease. Box 42 BROADCASTING.

For Sale

Have all material and will erect one o two tubular towers, up to 300 feet, with in radius of 1500 miles of Los Angeles Box 469, BROADCASTING.

250 watt composite transmitter. FC approved. Will sell immediately $2000 owner going into the service. West Coas Amusement, Latham Square Building Oakland, California.

100-watt composite transmitter, suitabl for FCC approval, $2,000.00. Regiona Radio Sales, 231 W. Wisconsin Avenue Milwaukee 3, Wisconsin.

250-watt composite transmitter, suitabl for FCC approval $2,600.00 Regiona Radio Sales, 231 W. Wisconsin Ave., Mil waukee 3, Wisc.

250-watt composite transmitter, just re built, fine condition, ready for FCC ap proval, $2,900.00. Regional Radio Sales 231 W. Wisconsin Ave., Milwaukee 3 Wisconsin.

Fairchild F-26-2 portable recorder play back. Dual speed 17¾" turntable. Just sold one to Farnsworth Radio and Tele vision. Perfect condition. Fitch Building 96 Bidwell Parkway, Buffalo, New York

1000 watt water-cooled Western Electri transmitter. Box 491, BROADCASTING

WANTED

A Top Man (and we mean top with a good voice, experience, etc.) who can MC a platter program or do a convincing newscast with equal facility. A Southwestern CBS station in a metropolitan market with the finest living and educational facilities wants a real announcer and is prepared to pay a good price. But we want a man interested in a permanent job with a steady future. Flash-in-the-pans need not apply. Please write complete details immediately to

BOX 490, BROADCASTING

Seventh War Loan Radio Promotion

THE SEVENTH War Loan Drive, May 14 to June 30, will be backed by the most extensive promotion drive in history. The War Advertising Council said that to help the drive meets its goal of 14 billion dollars, advertising contributions are expected to top the record $25,264,329 worth of time and space contributed to the Sixth War Loan.

Radio plans, prepared by Joseph Katz Co., volunteer agency in charge of radio for the campaign, provide recorded programs for stations, all available for local sponsorship. These transcriptions include a series of thrice-weekly 15-minute *Salutes;* a quarter-hour series, *Music for Millions* and 21 five-minute shows titled *I Know the Enemy.* Stations will receive a kit of announcements and program suggestions.

Six volunteer agencies cooperated with the council to prepare advertising for all media. Agencies in addition to Katz are: Albert Frank-Guenther Law, Ruthrauff & Ryan, J. Walter Thompson Co., Young & Rubicam, G. M. Basford Co. Stuart Peabody, advertising director, Borden Co., is council coordinator on finance campaigns, and Guy Lemmon of the council staff is campaign manager.

Plans for a special network program May 13 to launch the campaign were discussed Thursday at a meeting of network program executives with officials of the Treasury Dept. and the OWI in New York. Attendance at the meeting included: Douglas Coulter, Roy Langham, CBS; Clarence Menser, Tom McCray, Dwight Herrick, NBC; Phillips Carlin, Tom Slater, MBS; Charles Barry, Blue; George Ludlam, Harold Stone, Harold Rosenberg, OWI; Ted Gamble, Tom Lane, Eugene Carr, Treasury.

ANTI-ROYALTY BILL OFFERED IN HOUSE

ANOTHER legislative proposal to outlaw royalty payments by employers to unions was offered to Congress last week with the introduction of a measure (HR-2819) by Rep. A. L. Miller (R-Neb.) which was referred to the House Labor Committee. A similar bill (S-754) was introduced recently by Sen. Josiah W. Bailey (D-N.C.) and was referred to the Senate Judiciary Committee [BROADCASTING, March 26].

Rep. Miller said he was aiming at the royalty system in force in the recording industry whereby fees are paid on records and transcriptions to the American Federation of Musicians and to the recent demands (withdrawn last week) of John L. Lewis for a 10c per ton royalty on coal to the United Mine Workers. Mr. Miller's bill, if enacted, would stop the recording fee system.

Declaring that "Congress never intended that labor unions should get the green light to commit acts that would be illegal if committed by anyone else," Mr. Miller said that if legislative action is not taken to curb "the racket of Petrillo and Lewis", unions in the steel industry could demand royalties on all steel produced, on every plane that is manufactured or on every radio."

Blue Co-Ops Add

NEW business signed by the Blue Network cooperative program department brings to 86 the total of sponsors of Martin Agronsky's 8-8:15 a.m. news show, Monday through Saturday. Raymond Swing's commentaries, Monday through Friday, 7:15-7:30 p.m., are now sponsored by 123 sponsors. *Correspondents Around the World,* Monday through Friday, 8:30-8:45 a.m., and 9-9:15 a.m. Sunday, has 40 sponsors; John B. Kennedy, Monday through Friday, 2-2:15 p.m., has 74 sponsors.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
★ ★ ★
Nat'l Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
Hilltop Drive *Stratford, Conn.*

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
Nat'l Press Bldg. Wash. 4, D. C.
Room 892 NA. 7846

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Washington, D. C. Kansas City, Mo. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Accurate Concise Dramatic
LYN PEL
and
"A Dispatch from Reuter's"
WKAT 4th YEAR

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing
Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

At Deadline...

STATE RADIO LIBEL BILL IS PROPOSED IN ILLINOIS

RADIO LIBEL bill was introduced in the Illinois Legislature last week by Sen. Downing (R-Macomb) and Sen. Connors (D-Chicago) to make radio equally responsible with the press for libel. Now defamation by radio is considered as slander.

The *Chicago Daily Times* March 29 editorialized: "It is only right that radio . . . should be held accountable. . . . But why not go farther and make our state constitution clear on radio rights as well?" A libel bill also is pending in the Pennsylvania Legislature.

RADIO WOULD BE UTILITY UNDER WISCONSIN BILL

OPPOSITION to a state bill which would make radio a public utility, subject to Public Service Commission regulation, was voiced at hearings held in Madison before the Wisconsin State Legislature's Committee on State and Local Government. Bill's author, Sen. Louis Fellenz Jr. (R-Fond du Lac), declared he introduced the measure to test public reaction. Edwin Conrad, Madison attorney formerly on FCC staff, declared measure unconstitutional, as radio is interstate commerce and can be regulated only by Federal Government. Also appearing in opposition was Ralph O'Conner, WIBU Madison manager.

WOR REQUESTS BMB DETAILS BEFORE DECISION

WHILE unofficially favoring the primary objective of BMB, WOR New York would like a detailed blueprint of BMB's "specific, detailed methodology for handling the job" before it pledges support, Rufus C. Maddox, WOR vice-president, states in a letter written March 30 to Hugh Feltis, BMB president.

Expressing belief that "in the last analysis BMB will stand or fall on the basis of the technical soundness of its research," Mr. Maddox concludes WOR would be happy to sign the moment a complete operational blueprint is accepted by the WOR research staff.

HOPE STILL AHEAD

BOB HOPE, with Hooper rating of 29.5, has the largest audience of any evening network program, according to the March 30 report of C. E. Hooper Inc. Fibber McGee & Molly is second with 29.9 and Lux Radio Theatre third with 25.6. Rest of first 15 are: Screen Guild Players 24.0, Walter Winchell 23.8, Mr. District Attorney 23.2, Abbott & Costello 20.1, Bing Crosby 20.1, Kay Kyser first half-hour 10.9, Joan Davis-Jack Haley 19.7, Charlie McCarthy 19.2, Eddie Cantor 17.9, Jack Benny 17.7, Amos & Andy 17.0, Take It or Leave It 16.4. Leading Sunday afternoon programs are: The Shadow 10.6, John Charles Thomas 7.4, Sammy Kaye 6.4.

WFIN TRANSFER ASKED

VOLUNTARY assignment of license of WFIN Findlay, O. is sought in an application filed with the FCC last week, from Findlay Radio Co. to Fred R. Hover, general manager and major stockholder in the company, who proposes to purchase remaining six shares at $250 per share, becoming sole owner of the 1,000 w daytime outlet on 1330 kc.

RADIO RULING REICH, LESUEUR REPORTS

"AMERICAN Psychological Warfare experts have thrown their radio offensive into full blast," Larry Lesueur, CBS, reported from London last week. Anglo-American propaganda stations have "begun a general offensive to seize from the German radio station the administrative power over their people and attempt to govern the German people by radio," he continued.

"Like the Russians, we are putting on the air to the German Army and German civilians that further resistance is useless . . . the only way for them to survive is to surrender. And I am reliably informed that the Germans are showing increasing willingness to obey his (Gen. Eisenhower's) orders rather than those of the German radio," Mr. Lesueur stated.

People

JIM MOORE, timebuyer of BBDO, New York, is now coordinator of station and program information for account executives, a new post at agency.

ROBERT COLESON, onetime West Coast radio director of N. W. Ayer & Son, Hollywood, and prior to that, chief of West Coast office, Radio Branch, Bureau of Public Relations, War Dept., has been named assistant to T. Cornwell Jackson, deputy chief of Hollywood OWI domestic radio bureau.

LT. COL. GORDON HITTENMARK, ex-WMAL Washington announcer and morning "timekeeper", returned to Washington last week from Italy where he has been public relations officer with the Twelfth Air Force. Earlier in the war he was in North Africa and Egypt, making some of the first "hometown" recorded interviews.

LT. W. W. (Bill) BEHRMAN, former manager of WBOW Terre Haute, who has served in the Navy for the last two years in the Pacific Theatre, is in a Pacific base hospital and is expected to be evacuated to the U. S. soon.

BRUFF W. OLIN Jr. has resigned as manager of WKIP Poughkeepsie to become general manager of WNAB Bridgeport, basic American Broadcasting Co. (Blue) station.

MILTON CHASE, staff correspondent in the Philippines for WLW Cincinnati has been commended by Maj. W. Griswold, 14th Army Corps, for vivid reporting of the Battle of Manila and fighting elsewhere on Luzon.

JOHN ALLEN, radio chief of Marschalk & Pratt, N. Y., has been appointed television director as Capt. Curt Peterson, whom he replaced, comes back from the Army to resume his former post. Mr. Allen will assist in writing for *Esso Reporter*.

JOHN M. (Jack) MURPHY, discharged from the Army, has joined the KOIL Omaha sales staff.

OFF TO FRONT

BLUE Network Correspondents George Hicks, with the First Army, and Gordon Fraser, with the Ninth Army, cabled Newschief Johnny Johnstone last Wednesday not to expect to hear from them till Saturday. Press camp is so far behind it's impossible to cover front in one day for eye-witness story, they cabled, "so we're taking off with recorder to try and find the front."

SPECIAL CIRCUIT FOR RHINE NEWS

REASON NEWS FLOW VIA RADIO fro Rhine battle areas has been so even can be a tributed to special circuit installed few hour before big push, originating from special Si nal Corps transmitter in Germany and term nating in A.T.&T. overseas division, New Yor All networks are tied into A.T.&T. board fo this circuit.

Arrangements were made by Col. Ca Hatch, Signal Corps, and Col. E. M. Kirb Radio Public Relations chief, both of whom were commended by SHAEF for job. Co Kirby notified networks in New York at 5 p.m. March 23 to tie into A.T.&T. board. By mid night that date operations were complete. Circuit is still in use.

SHERWIN-WILLIAMS AWARDS

ARTHUR W. STEUDEL, president of Sherwin-Williams Co. sponsor of the *Metropolitan Opera Presents* on the Blue Network Sunday evenings, during yesterday's broadcast presented Metropolitan Opera Co. contracts and checks for $1,000 each to this year's winners Robert Merrill, baritone, heard regularly on NBC's *Serenade to America*, and Thomas Hayward, tenor, former staff baritone soloist at WDAF Kansas City. Pierrette Alarie, coloratura soprano who began her singing career on CKAC Montreal, and Joseph Laderoute, tenor, formerly of WLW Cincinnati, received scholarship awards of $500 each and options from the Metropolitan.

WPB SET SURVEY

WPB OFFICE of Civilian Requirements, using facilities of Census Bureau, is surveying consumer requirements for radios and radio repairs as part of general inquiry on household appliance needs. New question in current survey concerns difficulties since Jan. 1, 1945 in getting sets repaired. Spot check uses sample 4500 families in 68 communities in 45 states and D. of C.

SEEK WJBC ASSIGNMENT

APPLICATION was filed by WJBC Bloomington, Ill. with the FCC last week requesting involuntary assignment of license from present owners to a new partnership of the same individuals but excluding from partnership title the name of Dorothy Charlotte McGregor, deceased wife of Arthur Malcolm McGregor, co-owner and manager. Other co-owner is Hugh L. Gately, commercial manager.

CLOSED CIRCUIT MOVED

DATE and time for the Mutual-Treasury closed circuit conference originally set for April 1 12:30-1 p.m. (EWT) [CLOSED CIRCUIT Mar. 26] has been shifted to April 7, 1:15-2 p.m. to provide more time, better preparation in the field and to enable more persons to attend local gatherings.

A GREAT NEW AMERICAN ENTERPRISE CAME TO LIGHT!

Salute to WEAF, New York — broadcaster of "the first commercially sponsored program of the Queensborough Corporation, a real estate organization."* Late one afternoon—5:15 on Aug. 28, 1922, to be exact—H. M. Blackwell stepped before a WEAF microphone to speak on the advantages of apartments in Jackson Heights. The $100 paid for that ten minutes on the air is possibly the most significant purchase of time in a *radio age.* For it was the instrument whereby *a great new American Enterprise came to light!* Such radio pioneers as Arthur B. Church, founder and president of KMBC, mark with satisfaction this important milestone in broadcasting's first twenty-five years. Even as far back as 1915 Mr. Church was merchandising radio parts to fellow "ham" operators over his "wireless"—a forerunner to KMBC of Kansas City. Yes—a far cry from the comprehensiveness of today's commercial operation, but what better evidence could emphasize the success of the American System of Broadcasting!

*From Broadcasting Magazine's "Chronology of the Development of Radio and Broadcasting."

KMBC OF KANSAS CITY
Free & Peters, Inc.

Of Course—KMBC-FM—*an extra service at no extra cost*
Since 1928—The Basic CBS Station for Missouri and Kansas

FIRST WEAF TRANSMITTER WITH "CLOTHES-LINE" ANTENNA AT 463 WEST STREET, NEW YORK CITY